

# American Fruit Grower

WESTERN EDITION

JANUARY • 1959



**Fruit Yearbook Issue**



Ozzie Kazarian of Ace Service Company, Firestone Dealer in Fresno (center), talks tires with Mr. Rau (left) and Joe Baptista.

## "Our farming calls for tough tires, that's why WE ALWAYS PICK FIRESTONES!"

*says Fred Rau, Rau's Dairy Farm, Fresno, California. "No tires we've tried stand up and wear like Firestones. Their open-center treads clean and keep tires working—not spinning. With Firestones pulling for us, we know we'll get the traction we need—wet weather and dry!"*

Tests prove Firestone Tractor Tires are built to specifications which give you longer service in the field or on the road. Firestone's stronger S/F (Shock-Fortified) cord body resists impact damage. The tread is specially compounded with Firestone Rubber-X to give longer wear in the worst soil conditions. The flat tread contour with curved and tapered traction bars gives sure-footed traction in all types of soil. Special Firestone Rubber-X sidewall compound differs from the tread and resists aging, cracking and costly flex damage.

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You can save costly downtime delays with Firestone *Free New Tire Loaner Service*. Just call and your Firestone Dealer or Store will loan you new tires while your old tires are being repaired or retreaded.



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give you easier cleaning  
better steering • longer wear

\*FIRESTONE T.M.

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# Firestone

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# The Future Belongs To Those Who Prepare For It!

**Attend your horticultural society  
and grower association meetings**

In these days of high costs and often reduced profits, the latest information on such subjects as new production techniques, mechanized farming and recent developments in packing and processing must be considered all-important by progressive growers. Advance knowledge of new marketing policies and soon-to-be-introduced cultural practices, for instance, may well determine future profits.

You can receive the benefits of years of experience on these and many other subjects by hearing speakers at horticultural societies and grower associations. As you know, many of the annual sessions of these groups are scheduled for this month. Attend the meetings closest to your home. Visit the booths – inspect the exhibits – you will find it time well spent.

And while you're there, may we suggest you stop by and chat with your ORTHO Fieldman. If he mentions how an ORTHO crop protection program can brighten your profit picture, please bear with him. He's seen ORTHO programs pay off for so many growers we think his enthusiasm is understandable.

**California Spray-Chemical Corp.**  
Richmond, Calif., Washington, D. C.

Scientifically trained Fieldmen located in all  
of the nation's leading fruit growing areas.



**"Helping the world grow better"**

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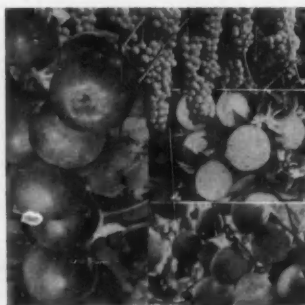
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## American Fruit Grower

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**VOL. 79**

**JANUARY, 1959**

**No. 1**

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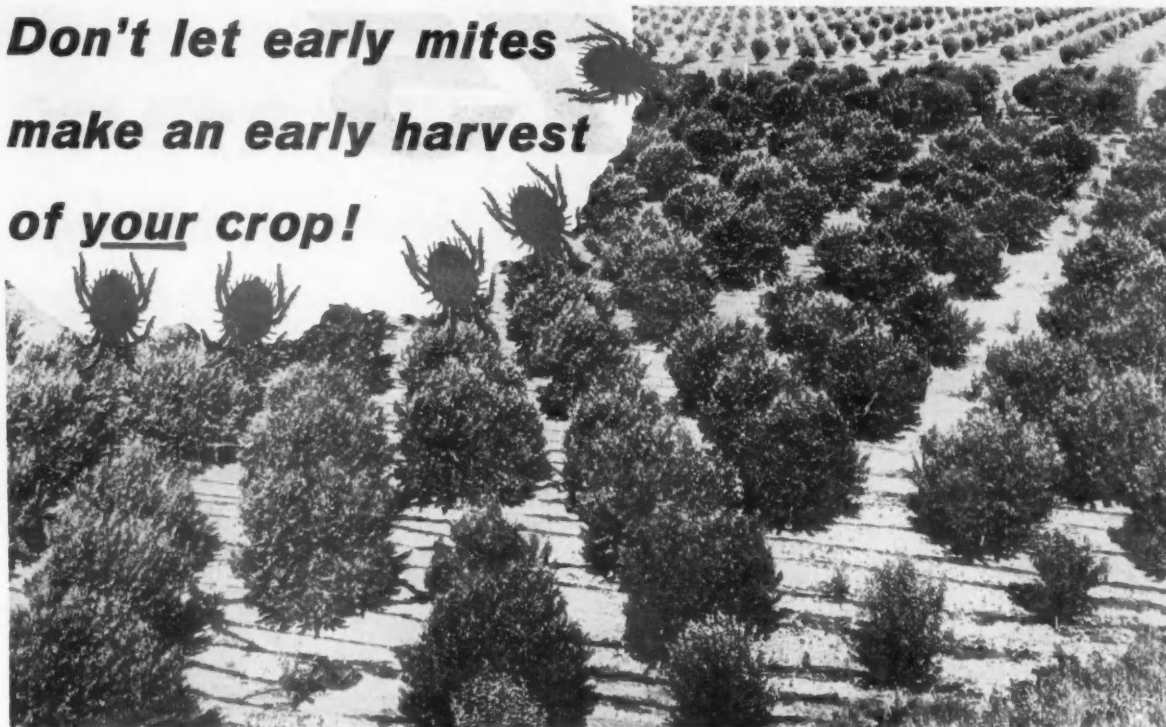
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AMERICAN FRUIT GROWER



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GENITE® 923**  
*Amazing "SURE-SHOT" Miticide*

**Protects Against Early Mites Far Into Summer!** Genite 923 is so effective that *one* spraying will protect your fruit trees against European red mite and clover (brown almond or bryobia) mite far into summer. You'll need fewer late season sprays. You'll cut down mite population so effectively that control results will often continue into the following year.

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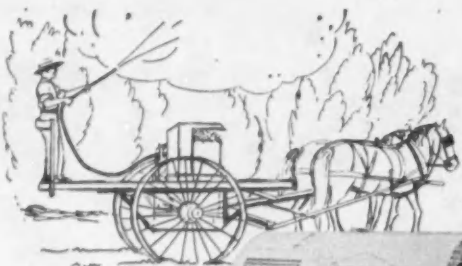


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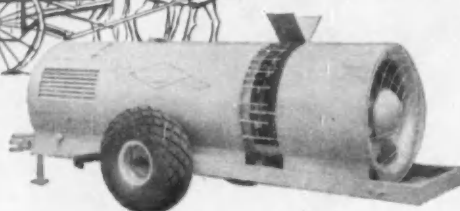
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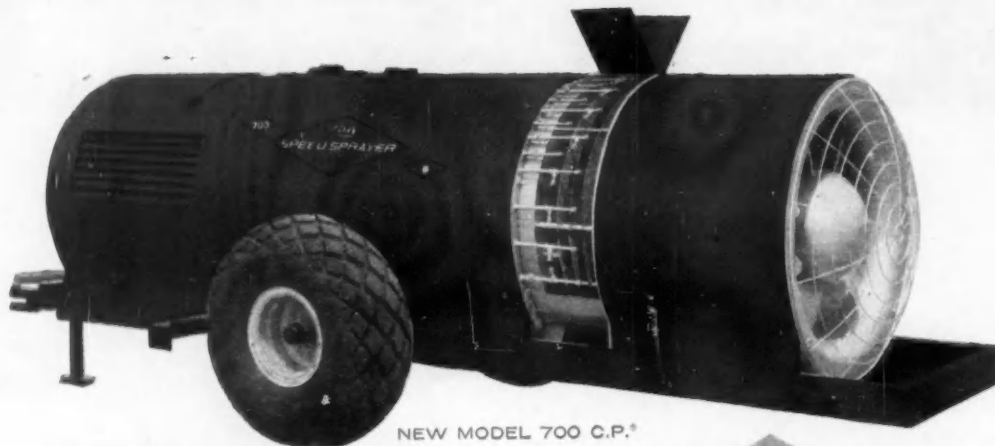
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John Bean's 75th Anniversary Speed Sprayers offer greater-than-ever performance never before achieved at such low cost. New design advancements offer you more per dollar invested than any other orchard sprayer. You get increased air volume, more efficient air delivery,

faster rate-of-work and maximum operating economy in every new Speed Sprayer model. All these dynamic improvements spring from the experience plus constant research and development that puts John Bean above the rest — unsurpassed in sprayer leadership since 1884.



NEW MODEL 700 C.P.\*

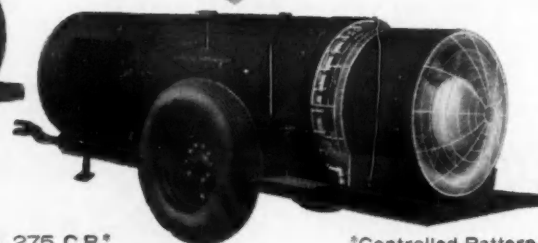
NEW MODEL 500 C.P.\*



*John*  
**BEAN**  
**DIAMOND JUBILEE**  
**speed sprayers®**



NEW MODEL 400 C.P.\*

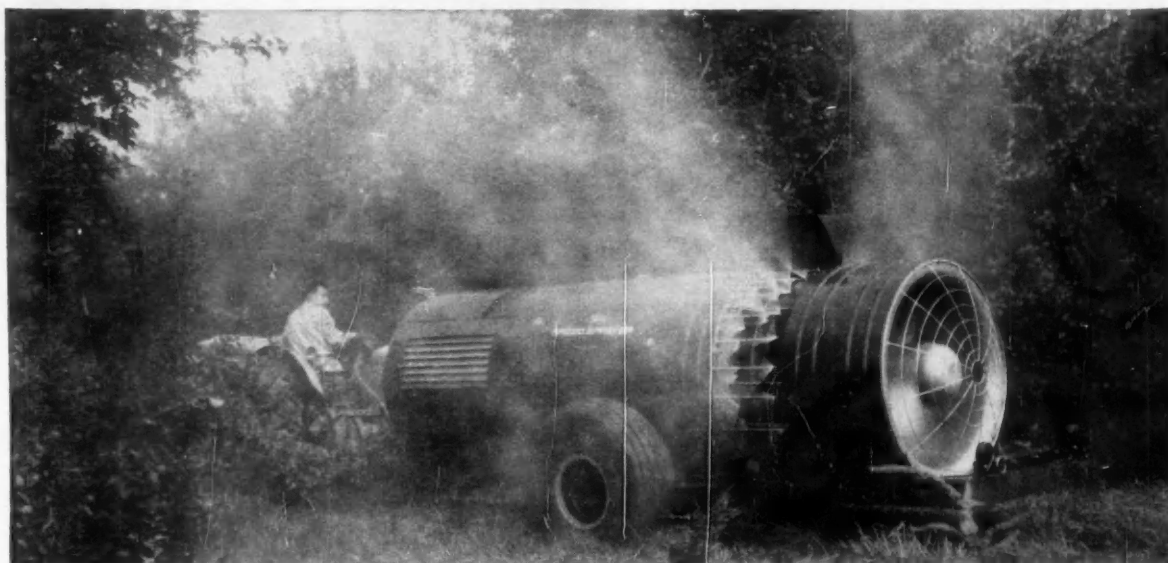


NEW MODEL 275 C.P.\*

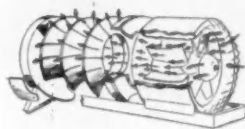
\*Controlled Pattern

# OF SPRAYER LEADERSHIP

*unequaled orchard sprayer performance*



## SPEED SPRAYER ACTION-PROVED PERFORMANCE FEATURES



### AERODYNAMIC AIR HANDLING

John Bean's exclusive inside air control gives you deep-penetrating spray patterns for uniform, thorough tree coverage and maximum air volume per horsepower.



### CONVENIENT CONTROLS

Compact, unitized controls mount on tractor fender for fast, easy adjustment of engine throttle and spray delivery, plus an instant check of operating instruments. (NOTE: Control box shown is featured on 700 C.P., 500 C.P., and 400 C.P. Models).



### CHANGE SPRAY PATTERNS EASILY

Quick, simple adjustments of internal deflectors direct air flow where you want it. Upper and lower deflectors let you tailor the pattern to your specific needs.

### SELF-PRIMING PUMP

Turn the switch, start the motor, the John Bean self-priming pump is ready to go! No delays while you prime the pump, you're ready to spray immediately.

### LONG TANK LIFE

Exclusive Metallizing and Bean Bond processes protect Speed Sprayer tanks from corrosion and rust, assures longer life, trouble-free service.

### DEMONSTRATED PERFORMANCE SUPERIORITY

See for yourself what Controlled Pattern Performance can mean to you in faster, more effective protection, greater time and labor savings and operating economy. Ask your John Bean dealer to prove Speed Sprayer superiority with a demonstration in your orchard, under your own conditions. See him today!



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Division of Food Machinery and Chemical Corporation

Please send me:

- ☐ Free Booklet, "What You Should Know About Air Carrier Spraying"
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# Stark Bro's Announce the greatest horticultural discovery since Stark Delicious and Starking Delicious

## The STARKRIMSON (Early Coloring) DELICIOUS

### Bisbee Strain—Fruit Spur Type Tree

*Every Apple Extra Fancy  
Grade and Color*

This variety takes on its color pattern in the form of a solid blush as contrasted to the more pronounced striping color of the Starking variety.



Prof. M. J. Dorsey examines young Starkrimson Delicious Apple Tree in Stark test orchard.

On the opening date for harvest of Delicious apples this new strain will grade 100% extra fancy for color. The apples are the same size as Starking and tend to be a little more long and typey, with a more pronounced 5 point crown than Starking Delicious apples on nearby trees. The Starkrimson Delicious has a bright, attractive, glossy red color at the opening date for harvest maturity of the variety. As the season progresses the color gradually darkens but continues to hold an attractive, bright, glossy sheen even if the fruit reaches over-mature condition on the trees. It never gets the muddy dark appearance that is sometimes evident on other early coloring bud sport mutations of Starking Delicious.

#### *Bears Years Younger*

The Starkrimson Delicious is a whole tree bud sport mutation discovered in a Starking block in Oregon. It is a natural  $\frac{2}{3}$  to  $\frac{3}{4}$  size tree which introduces to American Horticulture an entirely new type of apple tree, with fruit spur type growth combined with earlier extra fancy coloring of the fruit. It not only bears apples years before regular Delicious but bears full crops most everywhere, every year. There are always resting spurs to produce next year's crop.

#### *Twice As Many Bushels*

Performance of Fruit Spur Type Trees shows that growers can expect twice as many bushels in the first ten years as regular Delicious. What's more, trees can be sprayed, pruned, thinned and harvested more easily at greatly reduced cost per bushel. The Starkrimson Delicious has proven to be one of the hardiest of any Delicious trees in our nurseries and orchards, being more resistant to frost and low winter temperatures.

#### *Never Such Beautiful Apples*

This remarkable new apple not only gets into younger and heavier production than other Delicious strains but is a more consistent producer of large-size quality fruit. Horticulturists and fruit growers say they have never seen apples more uniformly shaped or more brilliantly colored.

#### *Reservations Still Accepted*

After a very thorough study of many of the early coloring bud sports of Delicious, we are convinced that the Starkrimson is the most promising one discovered to date. Word-of-mouth information has already created a demand for much of our current Starkrimson stock of trees. Prepare to cash in on this exceptional opportunity for what should be the biggest Delicious Apple profits you have ever enjoyed. Write us for all the exciting details today. We will send you our new 1959 catalog, free, and special prices on all other Stark Bro's "Record Bearing Strain" Standard and Hardy Dwarf Apple and Pear trees.

## STARK BRO'S

**Nurseries & Orchards Co.**

Largest in the world—Oldest in America  
Dept. 119, Louisiana, Missouri

## CALENDAR OF COMING MEETINGS & EXHIBITS

Jan. 5-7, 1959—Missouri State Horticultural Society centennial meeting, in joint session with American Pomological Society, Columbia.—W. R. Martin, Jr., Sec'y, Columbia.

Jan. 5-Feb. 27—State College of Washington 3rd Winter Agricultural Short Course, Pullman.

Jan. 6-7—North Carolina State Apple Growers Association annual convention, Battery Park Hotel, Asheville.—R. B. Phillips, Sec'y, Bakersville.

Jan. 6-8—Indiana Horticultural Society annual meeting, New Adult Education Bldg., Purdue University, Lafayette.—F. H. Emerson, Dept. of Hort., Purdue U.

Jan. 7-9—Western Washington Horticultural Association annual meeting, Fruitland Grange, Puyallup—Morrill Delano, Sec'y, Tacoma.

Jan. 7-9—Northeastern Weed Control Conference, 13th annual meeting, Hotel New Yorker, New York City.—E. R. Marshall, Public Relations Committee Chairman, Union Carbide Research Farm, Clayton, N. C.

Jan. 8-9—Maryland State Horticultural Society 61st annual meeting, Hotel Alexander, Hagerstown.—A. F. Vierheller, Sec'y, University of Maryland, College Park.

Jan. 8-9—Massachusetts Fruit Growers Association annual meeting, Armory, Hudson.—A. P. French, Sec'y, Amherst.

Jan. 12-13—Ohio Pesticide Institute, annual winter meeting, Neil House, Columbus.—J. D. Wilson, Sec'y, Wooster.

Jan. 12-14—Virginia State Horticultural Society annual meeting, Hotel Roanoke, Roanoke.—John F. Watson, Sec'y, P. O. Box 718, Staunton.

Jan. 12-16—Pennsylvania Farm Show, Harrisburg.

Jan. 14-15—Maine State Pomological Society annual meeting, in conjunction with Agricultural Trade Show, Lewiston.—Howard C. Berry, Livermore Falls.

Jan. 15-16—New Mexico A&M College annual Fruit and Vegetable Short Course, State College.—W. J. Wiltbank, Ext. Hort., State College.

Jan. 16-17—Irrigation conference, College Station, Texas.

Jan. 26—Georgia Peach Council 1st annual meeting, Experiment, Georgia.—R. L. Livingston, Ext. Hort., Athens.

Jan. 26-28—New York State Horticultural Society joint meeting with New York State Vegetable Growers Association, Empire State Potato Club, Western New York Apple Growers Association, New York State Agricultural Society, Onondaga County War Memorial, Syracuse.—Daniel M. Dalrymple, Sec'y, NYSHS, Lockport.

Jan. 26-31—New Jersey Farmers Week, Trenton. Jan. 30—New Jersey State Horticultural Society fruit and vegetable sessions; in evening, Jersey Fruit Co-operative Association, Inc., session.—Fred W. Jackson, Dir., Div. of Information, Department of Agriculture, Trenton 25.

Jan. 27-28—South Carolina Peach Council annual meeting, Clemson House Hotel, Clemson.—Roy J. Ferree, Sec'y, Clemson.

Jan. 28-30—New York State Horticultural Society eastern meeting, Kingston.—Daniel M. Dalrymple, Sec'y, Lockport.

Feb. 2-5—United Fresh Fruit and Vegetable Association 55th annual convention, Statler-Hilton Hotel, Dallas, Texas. Ass'n office, 777 14th St. N.W., Washington 5, D.C.

Feb. 3-5—New Hampshire Horticultural Society 65th annual meeting, Highway Hotel, Concord. Feb. 3—Fruit Growers' Day; Feb. 5—Potato Growers' Day.—E. J. Rasmussen, Sec'y, Durham.

Feb. 4-6—Ohio State Horticultural Society annual meeting, Commodore Perry Hotel, Toledo.—C. W. Ellenwood, Sec'y, Wooster.

Feb. 5-7—West Virginia State Horticultural Society 66th annual convention, Martinsburg.—Carroll R. Miller, Sec'y, Martinsburg.

Feb. 9-11—Pennsylvania State Horticultural Association annual meeting, Yorktowne Hotel, York.—Wayne H. Edelman, Exec. Sec'y, 21st & Chestnut St., Camp Hill.

Feb. 9-11—Canners' and Fieldmen's Conference and Processors' School, Deshler-Hilton Hotel, Columbus, N.J.

Feb. 11—California Canners and Growers annual meeting, San Francisco.—R. K. Jennings, Sec'y-Treas., 260 California St., San Francisco.

Feb. 15-18—National Peach Council annual convention in conjunction with Western Colorado Horticultural Society annual meeting, La Court Hotel, Grand Junction Colo.—Harold J. Hartley, Sec'y-Treas., NPC Carbondale, Ill.; Raleigh B. Flanders, Sec'y, WCHS, P. O. Box 487, Grand Junction, Colo.

Feb. 17-19—Northwest Perishable Loss Prevention Short Course, Wenatchee-Yakima, Wash.

Feb. 23-24—Southeastern Pecan Growers' Association 52nd annual convention, Mobile, Ala.—Henry Jennings, Sec'y, Dawson, Ga.

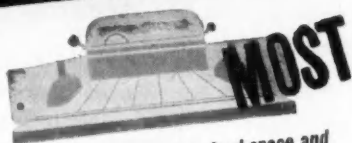
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'59 DODGE  
SWEPTLINE



**POWER!** 205 hp. in this 1/2-ton Sweptline pick-up... that's 45 hp. more than pick-up "C"... 19 hp. more than pick-up "F"... and Dodge uses regular gas!



**PAYLOAD!** Has more load space and hauls more load—375 lbs. more than truck "C"—200 lbs. more than truck "F"... saves trips and time!



**BRAKES!** Up to 25 square inches more lining area than in other low-tonnage trucks—you get extra safety with Dodge!

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DODGE DEALER

BIG BUY OF THE LOW-PRICED 3



TODAY, IT'S REAL SMART TO CHOOSE  
**DODGE TRUCKS**

# A REPORT ON SEVIN

## INSECTICIDE

**Many inquiries** are being received from growers who have heard about new "Crag" SEVIN insecticide through Experiment Station test reports. Fruit growers in every area have used experimental quantities of SEVIN with outstanding results. On the basis of its performance in widespread field trials, SEVIN shows great promise as a highly effective insecticide with a unique combination of advantages. Development work on SEVIN is close to completion. Watch for future announcements regarding availability of SEVIN for this year's use.

Here is our evaluation of the experimental work and field trials last season:

**SEVIN proved its ability to control the following major insect pests of apples, pears, peaches and grapes:**

**CODLING MOTH**

**APPLE MAGGOT**

**PEAR PSYLLA**

**GREEN APPLE APHID**

**RED-BANDED LEAF ROLLER**

**GRAPE LEAF FOLDER**

**GRAPE LEAFHOPPER**

**GRAPE BERRY MOTH**

**PERIODICAL CICADA**

**ROSY APPLE APHID**

**ORIENTAL FRUIT MOTH**

**PEACH TWIG BORER**

**CAT-FACING INSECTS**

**PLUM CURCULIO**

**FRUIT TREE LEAF ROLLER**

**SEVIN** is a new and different insecticide that controls insects which have developed resistance to commonly-used insecticides.

**SEVIN** is easy to handle with safety . . . it's less toxic to humans and animals than DDT.

**SEVIN** showed long-lasting residual action, which indicates that fewer dusts or sprays will be needed when SEVIN is used.

**SEVIN** gave good fruit finish.

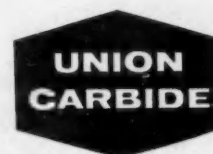
**SEVIN** is compatible with most other spray or dust ingredients, except lime, alkalies, copper sulphate and Bordeaux mixture.

**SEVIN** has been successfully tested as a 50% wettable powder in spraying tree fruits and grapes, and also as an ingredient in dust mixtures for grape and peach insects.

**Union Carbide Chemicals Company**

Division of Union Carbide Corporation • 30 East 42nd Street • New York 17, N. Y.

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*Here is your 10th Yearbook Issue with facts, figures, and forecasts to help you keep up with rapidly shifting fruit patterns.*

# PEACHES .

**Growers continue to plant early varieties with an eye on extending the season**



Peach harvest starts in May or late June in Georgia and California, extends to October in northern states.

THE dominating factor of the peach industry in 1958 was nature. First, it blessed the growers with an abundance of fruit from East to West and North to South. However, as the season progressed numerous adversities appeared; growers in certain sections found themselves faced with fungus diseases, insects unlimited, and unfavorable harvesting conditions.

The Southeastern peach regions realized little profit because of unfavorable growing conditions for

their early varieties and unfavorable weather during the harvesting of the Elberta crop. Fungus diseases took their toll in Arkansas. In Colorado, growers were faced with excessive insect damage. In order to maintain high quality standards, growers increased their spray schedules by as much as five sprays and dumped tons of damaged fruit at harvest. In

PEACH PRODUCTION, 1958  
(According to USDA)

	1957 1000 bushels	Preliminary 1958
New Jersey .....	2,000	2,400
Pennsylvania .....	2,300	3,100
Michigan .....	2,950	3,000
South Carolina .....	4,400	4,900
Georgia .....	1,825	4,000
Arkansas .....	1,100	2,190
California .....	34,503	32,003
U. S. Total .....	61,518	70,120

California growers experienced the many problems associated with a wet growing season. It was the fortunate grower who realized a profit in 1958.

**Survival and progress** of the peach industry rest with the co-operative efforts of peach growers locally, regionally, and nationally. Through local organizations, the quality of fruit marketed can be controlled. One needs only to look at the past season to recognize the importance of quality. The growers in areas naturally afforded high quality fruit received an acceptable, if not satisfactory, return for their fruit.

Local and regional co-operation

could lead to fair and effective bargaining for fruit prices to the grower. Disorganization of peach producers plays into the buyers' hands and results in reduced grower returns.

Finally, through effective co-operation in these areas, co-ordinated promotion programs could be adopted. The peach lends itself to tie-in promotion, and through organization the industry could stimulate the sale of its product. Nationally, the industry has the organizational machinery in the National Peach Council to expand an effective promotional program.

**Marketing surveys** have proved that the peach must sell itself on appearance and quality. Therefore, we as growers must educate all members of the trade to handle the "Queen of Fruits" in the most desirable manner.

We need to launch a national promotion program which will educate Mrs. America on the many flavorful uses of the peach. Above all we must develop usable materials for use by the home economics departments of high schools and colleges where courses offered help to shape the cooking habits of the homemakers of tomorrow.

**No other fruit commodity group** moves as much of their product in as short a period of time as do peach growers. In order to provide the consumer with fresh peaches for a longer period, growers in all areas are planting earlier desirable varieties, and are replacing older regular-season ones with improved types. This is especially evident in the southeastern states.

—Robert R. Rice, Pres., National Peach Council, Palisade, Colo.



Ripe 2 1/4-inch peaches packed 10 to a cell container are shipped in wirebound master containers after being hydrocooled. Wide spaces between slats of crates permit thorough icing.

# APPLES . . .



**Big crop in East forces leaders to intensify efforts toward solving industry problems; more storage planned in West**

## Problems Galore in East

**T**HE 1958 season produced for the eastern half of the United States an above average apple crop, a heavy wastage, excellent movement during the harvesting season, and disastrous prices for growers.

Crop production showed the largest increases over 1957 in western New York, the Appalachian area (Virginia, West Virginia, Maryland, and Pennsylvania) and in Michigan. New England came back with a crop about equal to that of 1957. Of the major producing areas of the East and Midwest, only New Jersey and the Hudson Valley of eastern New York showed crops substantially shorter than those of a year ago.

With the national crop estimated to be 15% above normal (although only 5% above a year ago) and with the increase in production over 1957 concentrated in the eastern half of the country, market pressures developed that resulted in some of the most disastrous prices of recent years.

### COMMERCIAL APPLE PRODUCTION (According to USDA)

	1947-56 Average	1957 1000 bushels	1958* 1000 bushels
New England States...	6,885	7,570	7,485
New York .....	16,414	15,600	19,500
New Jersey .....	2,588	3,200	2,900
Appalachian States (Va., W. Va., Md., Pa.)	20,146	20,800	24,170
Ohio .....	2,990	2,850	3,100
Michigan .....	8,256	10,000	11,600
Total			
East and Midwest	67,183	69,486	78,638
Total West .....	40,980	49,062	46,079
Total United States...	108,163	118,548	124,717

\*Preliminary

The greater part of the production increase over 1957 was in the two major processing sections of western New York and Appalachia. In effect, the same situation existed in Michigan because Northern Spy orchards there came through with a



Photo courtesy Niagara Chemical Division  
Labor shortages have been solved by the recruitment of thousands of migrant workers from the Bahama Islands, Puerto Rico, Mexico, and the South to help harvest the nation's apple crops.

good crop in 1958 after a very short crop in 1957. Spy is the major processing variety in that state. Bright spots in the picture were 1) a steadily increasing consumption of apple sauce each year, and 2) a favorable stock position of apple sauce. However, opening prices for apples for processing were far below cost of production.

Appalachian growers withheld apples from processors and attempted to divert their fruit to other markets. Size and quality were excellent. Truck movement out of that area was reportedly heavy at prices somewhat above those being paid by processors. At this writing (Nov.) it is reported that Appalachian processors are not expecting to get their full requirements at the fall prices.

Processors bought heavily in western New York at the opening prices. Substantial quantities of Baldwin and Rhode Island Greening also were purchased for fresh slicing by out-of-area buyers at somewhat

## IAA AND NAI PLAN TO FEDERATE

Plans for a proposed federation of International Apple Association and National Apple Institute will be discussed at a joint meeting this month of the board of directors of the respective organizations.

higher prices. Some fruit was shipped to Appalachian processors. Many growers were unwilling to sell at prices offered, many others had difficulty finding a market for their fruit, the container situation was critical, and the combination resulted in an extremely heavy waste of fruit.

By late October and early November the effects of the heavy movement and the heavy wastage began to be felt. While the pack of canned apple sauce in western New York will undoubtedly be larger than that of 1957 when the local crop was short, it now appears that it will be short of the heavy packs of 1954-55 and 1956-57. By mid-November prices for Baldwin and R. I. Greening were stronger

(Continued on page 38)



rail or truck, stated in carloads of 800 boxes each, amounted to 33,259 carloads. Processor shipments in 1957 totaled 4920 carloads. November 1 estimate for the total 1958 crop for fresh market was 31,349 carloads.

Quality is excellent and color is above normal in most areas. Some sections of the earlier districts suffered some loss from sunburn and a few areas suffered damage from hail, causing a lowering of pack out by grades.

Individual fruit sizes in all districts are more desirable, averaging two to three sizes smaller than last year with very few so-called "king" sized apples, 64's and larger.

The harvest season was almost perfect, probably a few degrees on the warm side. No fruit was subjected to freezing temperatures or serious rain. Practically all growers were able to harvest on schedule and get the fruit into storage or to market in a reasonable time. There were a few growers, however, who did not harvest in time. This fruit was shipped directly to the market without benefit of adequate pre-cooling and arrived there in advanced maturity.

One of the greatest changes in fruit handling for years in the Washington state apple industry is the use



### West Likes Bins

**T**HE future of the apple industry in the Northwest is tied up with the three important problems of harvesting, storage, and marketing. These problems will have to be faced in the distant future, say five to 10 years from now, as well as in the immediate future.

During the last five years there have been large plantings of apples in Washington state as well as in other sections of the Northwest. These trees are now starting to come into production.

It has been estimated that if all the present apple trees remain in the ground and the new plantings reach normal production, it is possible for Washington state to produce annually 50,000 carloads of marketable apples within the next 10 years.

As most of the new plantings are Golden Delicious or strains of Red Delicious, a serious harvest problem will be created since each of these varieties has a relatively short optimum picking range (10 to 14 days). For best marketing condition they should be delivered into cold storage or moved to market immediately after picking.

Progressive growers and shippers recognize these potential problems and are considering means to enlarge

Pallet or bin boxes have scored success in both the East and West. In West alone, 150,000 were used in 1958, most having capacity of 25 to 27 regular field boxes.

Sale of apple juice in automatic vending machines at schools and universities is growing in popularity.



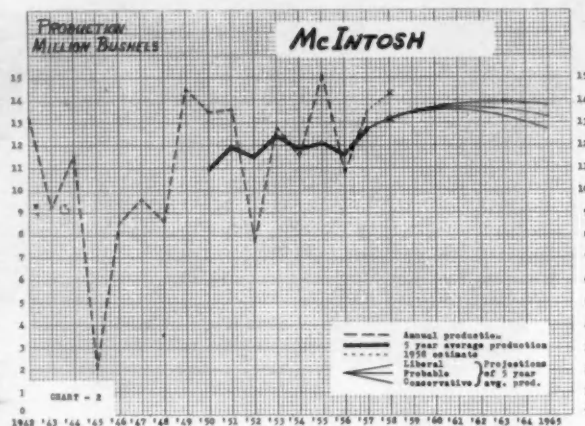
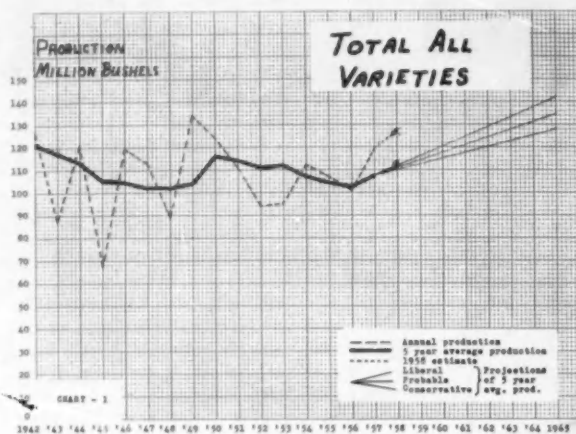
the cold storage facilities in order to handle the expected increased tonnage. Some changes in the marketing technique will be necessary in order to handle a larger volume of fruit at harvesttime.

The 1958 Washington apple crop was somewhat less than in 1957. Traffic association records show that the 1957 Washington state apple crop shipped to the fresh fruit markets by

of pallet or bin boxes. This season approximately 150,000 bins were used, most of them having a capacity of 25 to 27 regular field boxes.

The popularity of bin boxes has developed for various reasons. Many growers feel that this method of handling lightens the work load by the use of tractor lifts. Mechanical handling is taking some of the backache  
(Continued on page 40)





## Up... Goes the Apple Production Trend

**NAI estimates 135 million bushels by 1965 with emphasis on red strains of Delicious**

**H**AS the long downtrend in apple production been halted?

Yes, according to a projection by National Apple Institute. The trend has turned upward, emphatically so, as shown on the charts.

The analysis of production trends was made last summer by Ray Brush, then economist for the institute and now in like capacity with American Association of Nurserymen.

He based it on data from tree-count surveys which have been conducted in 12 states, accounting for half the national crop, in the past several years. These counts were sufficiently well distributed over the map so that it was possible to work from them as a cross-section. Then the data by varieties and age groups were tabulated to the same pattern and applied, with estimates of tree mortality, to a five-year moving average of production as reported by USDA, and projected to 1965.

By net gain from young trees now in the ground, over retirement of old, a normal crop by that time can be expected to be around 135 million bushels. If the year-to-year variation follows the pattern of the past 10 years, a crop might swing above or below that figure

by 15 million bushels as an ordinary and not exceptional range.

Delicious leads the increase, almost all in the red strains. This is no surprise, but the sharpness of the increase apparently in prospect may be an eye-opener. At the other extreme are several of the processing varieties which appear to be about steady or declining.

You can get a copy of the full report by writing to National Apple Institute, Washington Bldg., Washington 5, D.C.

The charts shown here are included in the NAI report. Similar charts in the report cover the other important commercial varieties of apples.

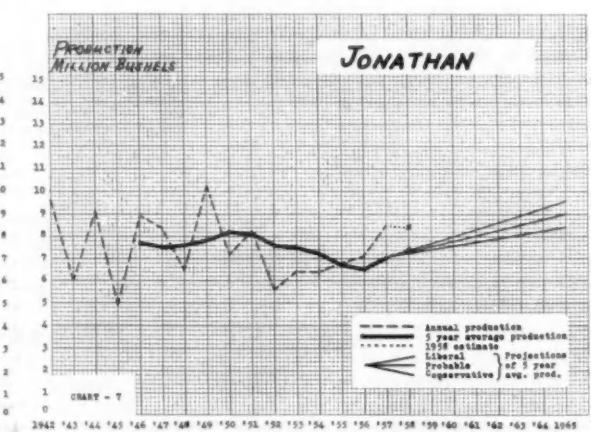
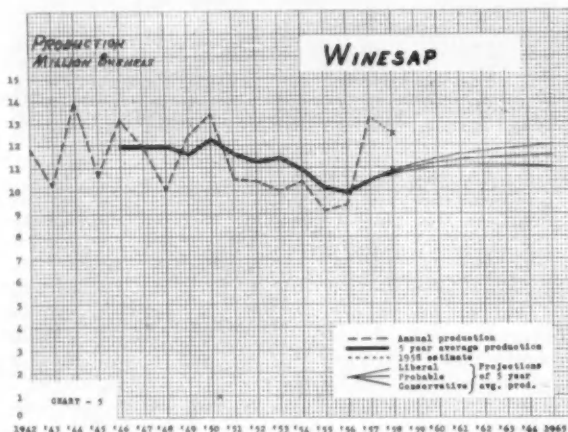
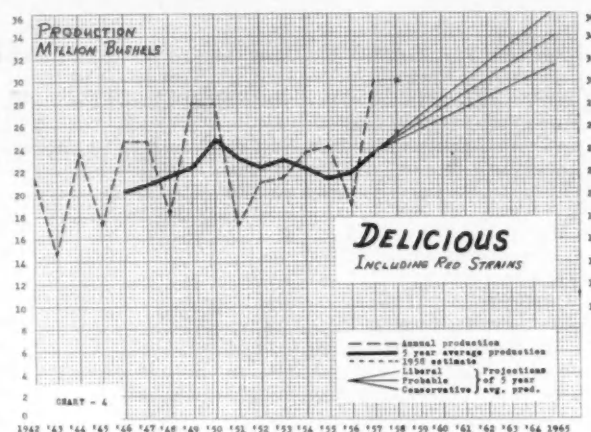




Photo courtesy Richey & Gilbert Co.

# PEARS..

ning Pear Association and the Washington-Oregon Canning Pear Association—by stabilizing prices on the large percentage of the Bartlett pear crop normally moving to canners, also tend indirectly to support and stabilize the portion of the crop moving into fresh channels.

Cannery prices in 1958, with a base of \$90 in California and \$77.50 in the Northwest, were well above the prices received from canners in 1957 and reflect the smaller tonnage of pears available to canners in 1958.

**Gaining momentum** in 1958 was the trend of West Coast growers to own and operate their own processing facilities. California growers, through their newly organized "Cal Can" co-

(Continued on page 42)

## Co-operative effort stabilizes pear marketing in West; mechanical handling is popular in East

### West Likes Co-op Canning

**D**ESPITE an estimated 7% decrease in available supply of canned Bartletts in 1958, growers of California, Oregon, and Washington have provided funds for a stepped-up promotion and merchandising program of canned pears through the Pacific Coast Canned Pear Service. Substantiating the soundness of these efforts, movement of canned pears has continued excellent.

On fresh Bartletts as well, West Coast pear growers provided hard cash for promotion. A milestone reached in 1958 was the co-ordinated merchandising of fresh Bartletts, undertaken for the first time on such a basis, by Washington, Oregon, and California.

The year 1958 saw a reversal of the recent upward trend of Bartlett production on the West Coast. In California, earlier producing areas were hard hit by heavy and prolonged rains at bloom time. Although later districts produced heavily, California Bartlett tonnage was down 7% from the 348,000 tons of 1957. Northwest production was down 5% from the 132,000 tons marketed in 1957, with shipments to the fresh

market comprising some 26% of the total.

Northwest growers continued to be plagued by the strange malady known for want of a better name as "pear decline." Tonnage loss from extensive tree removals and loss of bearing surface necessitated by decline, continues to exceed the production increase afforded by extensive young plantings of Bartlett pears now be-

PEAR PRODUCTION, 1958  
(According to USDA)

	1957	Preliminary 1958
	1000 bushels	
New York .....	460	625
Michigan .....	740	1,450
Utah .....	320	370
Washington .....	4,890	4,700
Oregon .....	6,250	5,300
California .....	17,418	14,334
U. S. Total .....	31,676	28,774

ginning to produce in the Northwest. Pear psylla continues to be a serious pest in the Northwest, as it becomes increasingly resistant to the latest available insecticides.

**Bargaining associations** dealing with canned pears again contributed heavily in 1958 to the welfare of the whole Bartlett industry. These grower organizations—the California Can-

### East Seeks to Cut Costs

**M**ICHIGAN ranks first among eastern pear producing states. The acreage is mostly close to the shore of Lake Michigan with a considerable concentration in the southwest corner of the state—Berrien, Van Buren, and Allegan counties. The variety most desired for commercial cannery is the Bartlett.

**Mechanization** is on the mind of every grower. Growers, sometimes facing a price of less than 4 cents per pound of fruit for top size and quality, are striving for greater yields and lower growing and handling costs. More careful attention is being given to operations of production—pruning, fertilizing, and spraying. These operations are all mechanized with the larger growers. Sod mulch has taken over from clean cultivation, and now irrigation is being used more.

The cost of harvesting has been cut by the increased use of the orchard bin, commonly called the 20-bushel box. This requires the use of tractor or other mechanical lifts. It is estimated that more than half of the Michigan crop was so handled in 1958. The use of the large boxes requires an automatic dumping machine.

**What is the future** of the eastern pear industry? With the small margin of profit per unit, mechanization and volume seem to be the only answer. The mechanical investment of \$10,000 to \$12,000 per worker claimed by big industry is equalled or surpassed by the fruit grower. An investment of such proportion requires larger acreage owned by fewer growers. This is the trend of the times.—H. Blakeslee Crane, Fennville, Mich.

# CITRUS . . .

**Texas growers and shippers organize as crop prospects improve**

**New life, new look in California citrus**

**Florida grapefruit deal highlights profitable 1958 season**

## Rejuvenation in California

**T**HE citrus industry in California generally remained stable for a period of 40 or 50 years. The better frost-free land with water had gradually been planted to trees on sour or sweet rootstock, and with fairly good fruit prices prevailing, the groves were given uniformly good care with most of the crop moving into the eastern markets hand wrapped and packed in standard wooden boxes.

Following World War II the California citrus industry roof really caved in. First the orange groves on sour rootstock were hit with the new tristeza or quick decline disease; then with the daily arrival in the state of 100 new settlers, new subdivisions sprang up all over the coastal areas of southern California, crowding out the citrus groves and increasing the smog problem which interferes with normal citrus production. This, in conjunction with three bad winter freezes and low prevailing citrus prices, brought about the abandonment of some orchards and the actual pulling out of some 30,000 acres of bearing citrus trees.

Now, with the return of higher fruit prices, improved methods of frost protection, the development of nucellar disease-resistant strains on better rootstock, and additional supplies of supplemental water, California's citrus industry is really taking on new life.

New plantings of lemons were

made in the coastal areas north of Los Angeles and in the southern desert valleys, and large new acreages of navels in the San Joaquin Valley and western Riverside County are being planted. All good citrus land valuations are skyrocketing, reliable nurserymen can hardly keep up with the demand for new trees, packing houses are shifting to the new producing areas, most all fruit is now shipped unwrapped in paper cartons half the size of the old wooden packing crates, and each succeeding year a greater percentage of California citrus fruit is being marketed on the Pacific Coast. New areas in both Madera and Fresno counties where citrus is being planted commercially for the first time will need to install adequate frost protection and economical marketing facilities in order to succeed.

The Valencia acreage in California has been on the decline for a number of years and even though this fruit is in greater demand for juice and by-products and has less competition from other states in the fresh citrus market, there has been less planting of Valencias here than of any other citrus variety. This is one variety that might well stand expanded acreage in areas where the water and climatic conditions are favorable.

A young orange grove in Arizona. Similar scenes are becoming a familiar sight in California where new plantings are being made in new areas.

The 1959 outlook for citrus in California is for a large crop of smaller sized navels in central California, maturing two weeks later than usual. Slightly less than normal production, with good sizes, is expected in southern California.

The future for grapefruit looks good, particularly in areas marketing

## CITRUS PRODUCTION, 1958 (According to USDA)

	1957 1000 boxes	Indicated 1958
<b>Oranges:</b>		
California .....	23,100	34,000
Florida .....	82,500	85,000
U. S. Total .....	109,055	122,135
<b>Tangerines:</b>		
Florida .....	2,100	4,500
<b>Grapefruit:</b>		
California .....	31,100	34,000
Florida .....	2,400	2,300
U. S. Total .....	39,780	42,500
<b>Lemons:</b>		
California .....	16,900	16,500

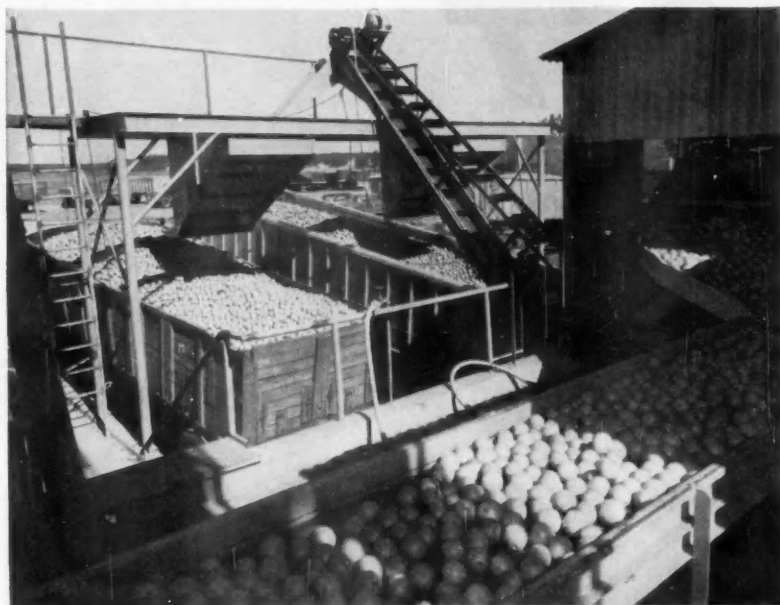
in midsummer or producing highly colored red grapefruit.

With the big acreage of newly planted lemons coming into production, the outlook is anything but bright for this crop.

The general forecast for Valencias in 1959, as to size of crop and fruit sizes, looks particularly good but it is well to keep in mind that one bad freeze or serious insect outbreak can change the entire picture almost overnight.







Processed citrus products have skyrocketed into a fantastic moneymaker for Florida growers.

The perpetual goal of the California citrus industry is the orderly marketing of higher quality fruit at greatly reduced production, processing, and marketing costs. With the able assistance of our Citrus Experiment Station staff real progress is being made in this direction.—A. Fay Gillette, Grower Member of California Citrus Research Committee, Hemet.

### Texas Growers Optimistic

**T**EXAS citrus groves are in better condition than at any time in the past 10 years. An ample supply of water for irrigation was available throughout the summer of 1958. Better than average rainfall occurred in the spring and then again in September and October, all of which has resulted in prolific tree growth and fruit of good quality and size.

Due to three frost periods in the winter of 1957-58, fruit set last spring was affected in variable degrees and the total crop will not be much larger this season than that of a year ago. Present estimates indicate only 2.5 million boxes of oranges and 5 million boxes of grapefruit. A much larger crop is anticipated for next year. The good tree condition could easily result in 100 to 200% increase.

Because of such a probable increase there is great interest among both growers and shippers to better organize the Texas citrus industry.

The fresh fruit shippers have organized a new corporation called Texas Citrus Sales, Inc., with offices at Pharr, Texas. Of the 24 fresh

A good crop year has inspired a sunny disposition among Texas citrus growers, as evidenced by Joe Bowen, Pharr, shown with his granddaughter, Christine Coulter.



fruit shippers, 20 have joined the organization which represents approximately 80% of the total citrus volume that moves into fresh fruit channels. In accordance with the by-laws, only licensed and bonded commercial shippers may be members. The board has authority to advertise Texas citrus fruit, suggest minimum prices, and limit grade and sizes. A growers' advisory committee attends all board meetings. The contract calls for compulsory USDA inspection, a central marketing office, primarily for the control of Rollers, 1 cent per 1/2 box advertising assessment, maintaining a truck procurement division, and daily correlation of movement and inventories. Each member continues to do his own selling under his own private brands. However, a master brand

will be used for advertising, and the name "Texa Sweet" has been adopted.

The growers are actively organizing and setting up a Texas Citrus Mutual along the lines of the very successful Florida Citrus Mutual. The main purpose of this organization is to keep the growers informed not only regarding market conditions but also as to what steps can be taken to improve the industry. This group works co-operatively with the shippers' organization.—M. W. Held, *Pride O' Texas Citrus Association, Mission, Texas.*

### Florida Grapefruit Prices Soar

**P**ERHAPS the most spectacular development in the Florida citrus industry in the past two years has been the coming of grapefruit into its own. This is further emphasized by the present outlook that the 1958-59 season will be one of the best on rec-

ord from the standpoint of total financial returns for Florida's grapefruit growers.

The total grower-returns—on-tree income—for Florida grapefruit for the past two seasons, 1956-57 and 1957-58, were greater than the total for the three previous seasons.

Prior to 1956-57, there were five consecutive years when Florida grapefruit growers received little more than their cost of production.

Going back to the 1951-52 season, the average on-tree price for Florida grapefruit when sold in fresh form that year was 81 cents per one and three-fifths bushel box. The price was only 12 cents per box when the grapefruit were sold for processing. The total Florida grapefruit crop of  
(Continued on page 44)

# ***YOU GET*** ***PROTECTION***

## ***with*** **GLYODIN**

**GLYODIN** is the greatest value you can get in all-season protection against apple scab. This top-quality fungicide costs as little as 73¢ per 100 gallons of early spray and 55¢ per 100 gallons of cover spray, yet it brings you an unmatched combination of advantages.

**GLYODIN** is powerful protection against apple scab throughout the entire season. And it works perfectly with phenyl mercury for 48-hour "back-action" eradication of scab plus future protection.

**GLYODIN** is an ideal spreader-sticker as well as a superior fungicide, covering foliage and fruit with uniform protection. It makes the entire spray mixture stick better through rainy periods. Some insecticides are more effective with Glyodin than with other commonly used fungicides.

**GLYODIN**, used with sulfur or "Karathane" or "Mildex", provides highly efficient mildew and scab control. Risk of sulfur scald is lessened by using a reduced dosage of sulfur with Glyodin.

**GLYODIN** kills adult mites and nymphs on contact. It does not harm beneficial predatory insects which feed on mites. As a result, Glyodin often suppresses red mites and two-spotted mites without the expense of special mite sprays.

**GLYODIN** controls summer diseases of apples, such as sooty blotch, bitter rot, Brooks spot, fly speck and black rot. It's ideal for use with ferbam for control of rust and rots on apples and cherries.

**GLYODIN** gives foliage and fruit smooth, clear, transparent protection without reducing leaf efficiency and without discoloring fruit. It's safe to use in bloom sprays, and in pre-harvest sprays to prevent pin-point scab in storage.



**Union Carbide Chemicals Company**

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# PLUS

*...the economical  
top-quality*  
**apple  
fungicide**

**GLYODIN** saves time because it's a liquid that mixes quickly. In sprays, it's no more irritating than soap. It saves loading time, never clogs spray nozzles and leaves no sediment in the tank.

**GLYODIN** works equally well in dilute or concentrate sprays to provide the protection needed by trees to produce vigorous, dark-green foliage and big yields of clean fruit with the color and finish the market prefers. For efficiency and economy, **Crag Glyodin** is your best buy! It's the scab spray that pays more ways in early sprays and cover sprays.

"Crag" and "Union Carbide" are registered trade marks of Union Carbide Corporation.



**GLYODIN Controls  
Cherry Leaf Spot**

In addition to controlling apple scab, Glyodin is also highly effective against cherry leaf spot, providing all-season protection.





# PLUMS and PRUNES

**Nation produced below-average sized crop in 1958;  
baby food is one outlet for New York's production**

have recently demonstrated their ability, through improved cultural practices, to produce as much as 193,000 dried tons on this reduced acreage. The 1958 crop, however, is light (about 106,000 tons) because of adverse weather during the blooming season.

Even though less prunes are produced today than during the 1930's, they still rank sixth among all tree fruit and nut crops in California in

to 50% of the production. Following World War II, the export market was virtually lost, but with federal government assistance, plus industry self-help efforts in the form of federal and state marketing order programs, not only is the foreign market being regained (55,000 tons were exported last year), but definite increases in the domestic demand are in evidence.

Conditions have been relatively good in the industry over the past few years, and thus encouraged new plantings. Already the bearing acreage decline has stopped, and with the new acreage that is coming into bearing, crops of over 200,000 tons are likely in the near future. The industry must still look to ways and means of increasing consumption of prunes and prune products. — R. A. McArthur, Chairman, Prune Administrative Committee, San Jose, Calif.

## PLUMS AND PRUNE PRODUCTION (According to USDA)

Crop and State	1957	Preliminary 1958
Tons		
<b>Plums:</b>		
Michigan .....	7,300	7,200
California .....	81,000	63,000
<b>FRESH BASIS</b>		
<b>Prunes:</b>		
Idaho .....	22,200	19,300
Washington .....	13,000	12,500
Eastern .....	3,000	1,000
Western .....	16,000	13,500
All .....	600	500
Oregon .....	33,400	16,600
Eastern .....	34,000	17,100
Western .....		
All .....		
<b>DRY BASIS</b>		
(Drying ratio is about 2½ pounds of fresh fruit to 1 pound dried)		
California .....	165,000	96,000

## Prunes in California

**F**EW fruit industries in California have a longer or richer history of commercial production than the dried prune industry. I was first introduced to the prune business in 1902 when my father, who had just bought a prune orchard in Santa Clara Valley, whacked me on my backside and said, "There's prunes to be picked. Get busy!" I was nine then, going on 10. I've been in the business ever since, operating my own orchards for the past 40 years.

The prune industry in California predates me a little. In 1856, the Pellier brothers, Louis and Pierre, started the first prune "orchard" from scions brought from their native France and grafted on rootstock of wild plums (Myrobalan) that grew abundantly in the rich soil of the Santa Clara Valley where the brothers settled.

The prune industry continued to expand throughout California and acreage increased until 1930 when it reached a peak of 174,000 acres, producing 274,000 tons of dried prunes. Although bearing acreage has declined gradually since then to around 85,000 acres today, the prune growers

terms of gross returns to producers. Annual returns to the 6000 prune growers in the state have ranged from \$30 to \$37 million over the past 10 years.

The methods of drying and processing prunes today are a far cry from those employed by the Pellier boys. I have seen vast improvements since I started out in the business. Occasionally you will still see prunes drying in the sun, but for the most part, prunes today are dried quickly in modern, sanitary, heat-humidity controlled dehydrators. Improved processing and packing techniques further enhance the product, insuring consumers a superior food item.

California accounts for about 97% of the annual dried prune production in the U.S.; about 75% of the world production. Historically, California prune production has exceeded the domestic demand, and the industry has been dependent on the export market to absorb the excess in the supply. In some years this amounted

## Prunes in New York

**P**LUMS and prunes are still an important fruit crop in New York state. However, the most important prune variety grown commercially, the Fellenburg, is not in the best graces with growers. Uncertain yields, coupled with difficult marketing problems, have left a distinctly sour taste among producers. According to a survey conducted in 1957 in the Lake Ontario area, the Fellenburg, with approximately 95,000 trees in commercial orchards, was by far the leading variety. The newer and more popular Stanley had over 40,000 trees of all ages. The Damson is another important variety in Niagara County, but not so elsewhere in the state.

Many other varieties of plums are grown, especially in the Hudson Valley of New York where roadside markets are an important outlet for their sale.

During World War II years, Fellenburg prunes were planted quite heavily in western New York, particularly in Wayne and Niagara counties. Just after the war, Hudson Valley growers made substantial plantings of plums. Good prices prevailed,

(Continued on page 45)

# CHERRIES . . .

**Red tart cherry co-op stages successful comeback; spring rains slashed California sweets**

## Growers Set Price In East

**D**URING 1958, the most significant event in the red tart cherry industry was the successful operation of Great Lakes Cherry Producers Marketing Co-operative.

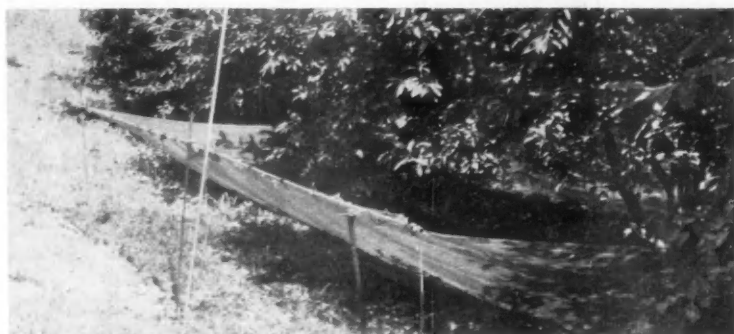
Great Lakes Co-op began the year by hiring as manager, Berkely Freeman, former manager of Washington-Oregon Canning Pear Association. Added to the board were George Smith, Mitchell Paradis, and Rodney Bull, all of Michigan; Harry Schuyler, of Wisconsin; Al Griest, of Pennsylvania; Ellis Bruner, of New York.

Freeman and the board were faced with a chaotic situation resulting from a price collapse in 1957 when growers were paid from 7½ cents to as low as 4½ a pound, and processors found markets stagnant because of price uncertainty.

Spring frosts caused severe damage throughout Wisconsin, Michigan, and parts of New York, and the June 15 USDA crop estimate predicted



Face pack of Bings, ready for shipping.



Minnow net for harvesting red cherries.

one of the smallest crops in the past decade.

A week later, cherry growers from five states, meeting as directors, decided on the 8¼-cent price.

Processors recognized the price as being fair and signing proceeded rapidly. By July 25 all cherries belonging to the 1500 grower-members were contracted.

Firm cherry prices are expected to continue with seasonal advances putting the industry in excellent condition to handle the 1959 crop.

(Continued on page 54)

## Smaller Sweet Crop

**S**WEET CHERRY production in 1958 totaled about 86,560 tons which was 7% less than 1957 and 6% under the 10-year average of 1947-56.

Washington and Oregon together had some 45,000 tons or about 11,000 tons more than in 1957. Due to unfavorable spring weather, both California and Michigan crops were down, California by about 20,000 tons and Michigan by 3000 tons. Tonnage from New York state was more than twice as much in 1958 as in 1957 in spite of considerable wind and rain damage to the crop.

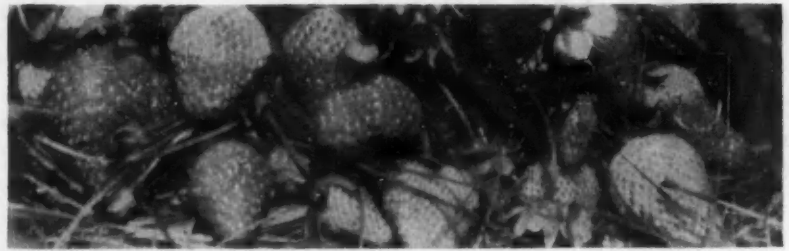
The Utah crop showed good quality with little cullage as the result of cracking. Colorado came in with good size and quality this year.

Michigan cherries were harvested with very little loss and the crop sized satisfactorily even though there was a shortage of moisture. Pennsylvania's crop showed fairly

(Continued on page 54)

### CHERRY PRODUCTION, 1958 (According to USDA)

	1957	Preliminary 1958
Sweet:		
New York	2,700	4,100
Michigan	15,500	12,500
Washington	15,800	18,000
Oregon	17,800	25,000
California	30,900	12,000
U. S. Total	93,040	85,760
Sour:		
New York	22,100	22,000
Pennsylvania	9,300	10,200
Michigan	89,000	49,500
Wisconsin	12,500	6,500
U. S. Total	147,100	101,660



# BERRIES . . .

## New cultural methods and varieties perk up strawberry industry

**D**ESPITE two years of nearly ruinous low prices many strawberry growers are looking forward to the 1959 harvest with optimism and probably rightly so. Acreage and production appear to have passed the peak in California.

The tremendous increase in California production that began more than 10 years ago is now on the decline from an all-time high of 121,600 tons in 1956. This was 44% of the total U.S. crop.

There should be less of a glut on eastern fresh markets in the spring with the curtailment in California's crop. However, the summer crop in 1959 in California probably will continue to be heavy since extensive acreage lies along the central coast within a few miles of the ocean where summer production is the heaviest.

Cultural methods for strawberries have changed substantially in recent years. Newer practices which are gaining widespread recognition are use of cold-storage plants, setting cold-storage plants in early summer, control of both summer and winter weeds by chemicals, use of special power cultivators designed or modi-

fied for strawberry culture, use of virus-free planting stocks, and sprinkler irrigation for frost protection.

**Cold-storage plants** when properly handled are superior to plants dug in the spring. For best quality, cold-storage plants must be dug when completely dormant and stored at 28 to 32° F. until time of planting, which may be several months after digging. Polyethylene-lined crates for plant storage have rapidly replaced sphagnum-packed crates as there is less damage from spoilage and plants have a fresher appearance when stored in polyethylene sphagnum.

In the interior valleys of California, plants from cold storage set in late June or early July yield full crops the next spring and the size and quality of the fruit are superior to plantings set in April. This new practice offers growers a work schedule whereby new plantings are made after most of the harvest has been completed on bearing acreages. In addition, two months of weeding and irrigation are eliminated. In preliminary trials of a similar nature (planting June 1) in eastern United States, the method shows considerable promise.

**Weed control** in strawberries by cultivation and hand weeding is becoming impractical because of the high price of labor. Two herbicides gaining in popularity are sesone for spring and summer weeds and CIPC for winter weeds. Both must be applied carefully according to local recommendations of county agents.

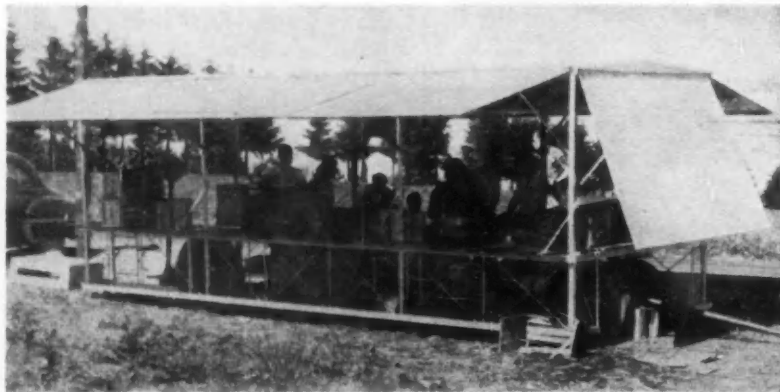
Reports from Virginia Truck Experiment Station, Norfolk, and numerous other experiment stations have shown a combination of CIPC and sesone when applied late in fall to be a very effective treatment for control of winter weeds, especially chickweed, hen bit and grass or grain.

**The variety picture** is changing. New varieties of strawberries are commanding attention in all the major production regions. In northeastern United States Jerseybelle and Earldawn are two promising new varieties that are being tried widely. Headliner, introduced by the Louisiana Experiment Station last year, is a variety for the southern U.S. In the Pacific Northwest growers are testing Puget Beauty and Siletz with great interest. Both of these varieties were introduced within the past two years.

Solano, introduced last year by the California Experiment Station, is intended for southern California where Lassen is now grown almost exclusively. Shasta continues to be the major variety near the Coast, but Lassen acreage is increasing in the interior valleys of California at the expense of Shasta. Lassen's bland flavor is definitely inferior to that of Shasta and does not improve the quality of frozen-pack berries.

The 10 leading varieties of the country now are Shasta, Blakemore, Marshall, Howard 17 (Premier), Tennessee Beauty, Sparkle, Catskill, Robinson, Klonmore, and Northwest, about in order of their importance.

(Continued on page 51)



Portable sales building on Wamplers' Fruit Farm, Dayton, Ohio, serves as a weighing-in station for customers who pick their own strawberries or as a market station where customers can buy berries.



# GRAPES . . .

**Concord grape growers have good year; California grape cart upset with larger-than-expected crop**

## Quality Concord Crop

THE eastern grape situation presented a rather gloomy picture back in August when estimates of the 1958 crop were being made. Because of the cloudiness and frequent rain and cold of the spring and summer, the forecast was pessimistic.

However, it was a bright day for the growers when harvesting got underway and the outlook was changed by the crop showing both better quality and quantity.

It is estimated that 190,000 tons of grapes were produced by the four leading eastern states of New York, Michigan, Pennsylvania, and Ohio. This was 32% above 1957.

With the exception of some freeze losses in the Finger Lakes, Niagara County, and Perrysburg areas, New York's harvest was for the most part completed well in advance of killing frosts, and 105,000 tons were delivered for processing in record time.

Despite a late maturing crop (the slowest heat unit accumulation since records have been kept) the season in Michigan can be counted as unusually successful. There was excellent participation among growers in the fruit fly control program, good acceptance and participation in the direct haul to processing plants program, and good picking weather.

In the Arkansas-Missouri area the crop was the largest and of the best quality since 1951. Several vineyards produced 5 tons to the acre and one 30-acre vineyard produced 7 tons to the acre.

Warm weather brought the Pennsylvania grapes to a fine finish, but harvest was delayed in Ohio by cool weather and poor color.

**Net sales** of the Welch Grape Juice Company, Inc., (owned and operated by National Grape Co-operative Association, Inc.) in the fiscal year ending August 31, 1958, increased more than 10% over the previous year due primarily to sales of the new grape drink, Welchade, according to Douglas M. Moorhead, president.

Mr. Moorhead reports that Welch recorded the highest volume of net sales in its 89-year history. This record sales volume resulted in the third highest crop payment to members in the co-op's eastern pool and the high-

est ever paid to western members.

It is expected, according to Mr. Moorhead, that good operating results during 1959 and 1960 should enable National to pay the remaining mortgage indebtedness of some \$5.7 million, thus clearing the way for possible redemption during the latter part of 1960 of the first series of certificates which were issued in 1952.

This would mean that the first series of the 20-year notes may be redeemed in only eight years from the date of issue. This estimate is dependent upon successful operating achievements and, therefore, is not to be construed as representing a commitment by National to begin redemption of certificates in 1960.



**GRAPE PRODUCTION, 1958**  
(According to USDA)

	1957	Tons	Preliminary 1958
New York .....	66,000		102,000
Pennsylvania .....	19,500		25,000
Ohio .....	10,900		18,000
Michigan .....	48,000		52,000
Missouri .....	4,000		4,000
Arkansas .....	1,300		10,300
Arizona .....	6,200		5,700
Washington .....	50,000		56,000
California .....	2,382,000		2,646,000
U. S. Total .....	2,598,750		2,950,270

## Confusion in California

THE 1958 California grape season has been characterized as most unusual. An erroneous early forecast of a small crop, coupled with two disastrous rainy periods at the outset of the raisin grape harvest, plus a September estimate which boosted the raisin crop by an additional 125,000 tons, created an atmosphere of confusion and indecision.

On October 1 the raisin crop estimate was increased an additional 100,000 tons, thus raising the original total grape crop forecast from 2.4 million tons to 2.6 million tons. The California grape crop peaked at 2.7 million tons, 11% above 1957 but 3% under the 10-year average.

**The prospect** of a short crop induced wineries to enter the market early, offering \$60 a ton for Thompson Seedless. Many raisin producers, attracted by these prices, delayed harvesting, and raisin packers who were reluctant to compete at these prices elected to wait for future developments.

The rains came early in September; the Crop Reporting Service increased

their estimate by 125,000 tons; a third of the crop drying on the trays was estimated to be damaged; raisin producers decided to sell to the wineries rather than gamble on the weather; Thompson growers delivering to wineries were exceeding their contracts; all these things combined to send the winery prices tumbling from \$60 to \$50 to \$40 a ton.

Rains later in September caused additional damage to the raisin lay. By November 8 the field price of Thompson raisins had advanced first to \$400, then to \$425 a ton which established a new record price. 38,000 tons of raisins representing approximately 40% of this season's crop were being held by growers because of mold. This meant a possible loss of \$15 million to growers if quality tolerances were not increased.

The California Crop Reporting Service estimated a raisin production of 136,700 tons of Thompson naturals, approximately 15,000 tons of Golden Bleach and Soda dipped Thompsons, 5500 tons Muscats, 3100 tons of Zante currants, and 700 tons of Sultanas.

**California's wineries** crushed approximately 1.4 million tons, of which a record 577,100 tons were Thompson Seedless. The previous Thompson peak was 513,000 tons in 1946. Wine grape production accounted for 580,000 tons while table grapes and other raisin varieties added 243,000 tons to the crush.

(Continued on page 49)



# From Start . . .

FOR BETTER FINISH, BETTER COLOR, AND A BETTER HARVEST



# NIACIDE

**AN EXCEPTIONAL NEW FRUIT FUNGICIDE, PERFORMANCE PROVED**

Wide scale commercial use in 1957 again has proved that Niagara Niacide offers the finest degree of control over apple scab and other fungus diseases. Growers unanimously report Niacide has upgraded their harvests by producing fruit of the highest color, finest finish. They commend Niacide as an exceptionally bland fungicide. It leaves no objectionable spots on

either fruit or foliage. And, unlike some of the newer organic chemicals, it has been used with complete safety and uniformly good results on all russet-susceptible varieties.

If you would like to profit from a "start to finish" Niacide program—raise a better crop of better keeping apples—see your Niagara field man now.

**to finish**



### **BEST BY TEST**

There is no fungicide on the market that has performed as consistently well from the standpoint of control of apple scab, compatibility with all other materials and safety to foliage and fruit finish as Niacide. Ask your Niagara field man to show you the proof back of this statement or write us.



*Putting Ideas to Work*

**FOOD MACHINERY AND CHEMICAL CORPORATION**

**Niagara Chemical Division**

MIDDLEPORT, N.Y. • RICHMOND, CALIF. • JACKSONVILLE, FLA. • WYOMING, ILL.  
NEW ORLEANS, LA. • AYER, MASS. • HARLINGEN, TEXAS • YAKIMA, WASH.  
CANADIAN ASSOCIATE: NIAGARA BRAND SPRAY CO., LTD., BURLINGTON, ONT.



# FRUIT ROYALTY

These Blossom and Harvest Queens are  
the Fruit Industry's good will  
Ambassadors for 1958-59



Betty Lane Cherry, Columbia (S.C.) College co-ed, wears National Peach crown for 1958-1959.



Kay MacLean, Tampa, was chosen by the Sunshine Staters to wear crown of Florida Citrus Queen.



Carnis Graham, of Smithville, crowned Niagara Grape Queen at St. Catharines, Ontario.



Terry Suzanne Tripp, Maine Apple Queen, crowned at the Lewiston Agricultural Show.



Ann Albertson, Wenatchee, chosen Queen of Washington State Apple Blossom Festival.



Daphne Fairbanks, daughter of Douglas Fairbanks, Jr., is Queen Shenandoah XXXI.



Janet Corvin, of Oak Hill, Ohio, is Jackson County Apple Festival Queen.



Scepter of National Cherry Festival Queen was given to Marcia Wamsley, Traverse City, Mich.



Kathy Weston, Rochester, chosen Queen by the Western New York apple growers.



Arlene Conant, Bigfork, is Montana Cherry Blossom Queen for 1958-1959.



Ann Little, Rising Star, acclaimed as first Pecan Queen of State of Texas.



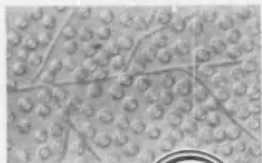
Bonnie Dadillet, new Illinois State Fruit Queen, from Centralia.



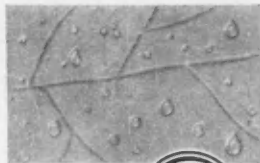
Elizabeth Erickson wears crown as La Crescent, Minn., Apple Festival Queen.



Doris Rau, of Rialto, selected to reign as the year's California Orange Queen.



Higher pressures mean uniform coverage.

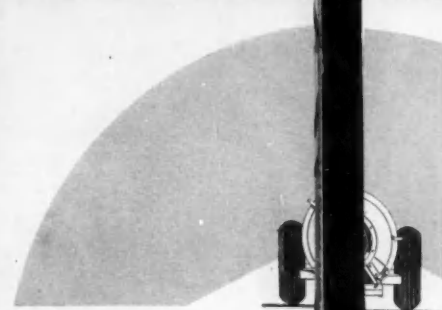


Low pressures result in drop-off, spotty coverage.



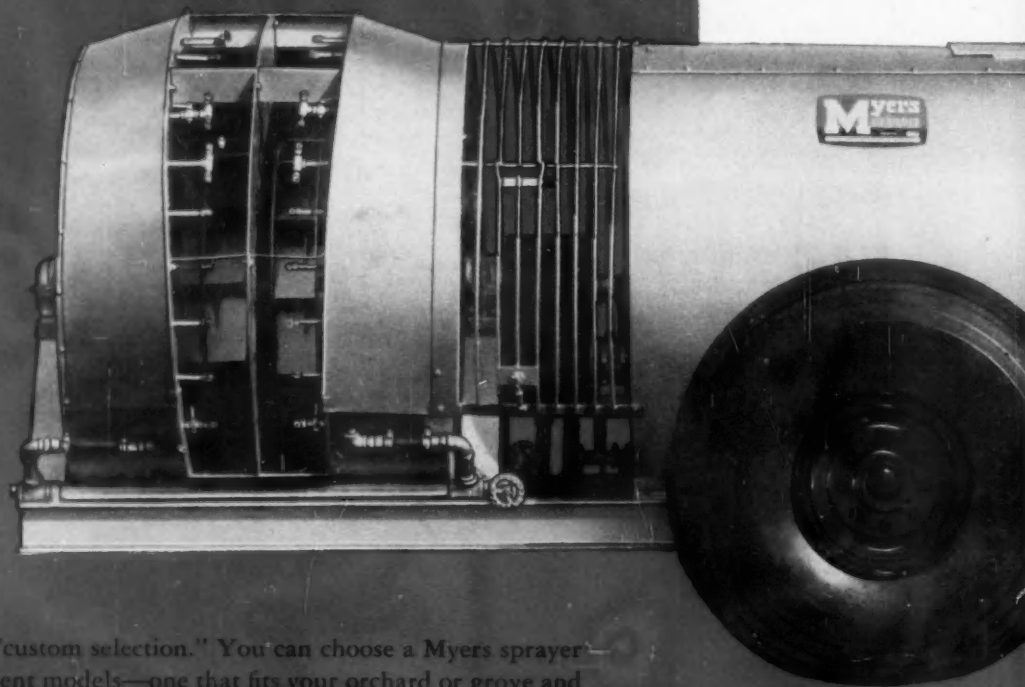
### *Higher pump pressure assures spray droplet consistency.*

Look at the pump pressure gauge on an operating Myers sprayer. The higher pressure is necessary to properly atomize the spray chemical. Myers high pressure produces an even droplet that can be carried through the tree without run-off. Lower pressures result in larger, uneven droplets that can't give complete protection.



### *Even air flow covers every tree.*

Special centrifugal fans on Myers sprayers give you an even, forceful air flow that really penetrates the canopy. Myers carries a consistent air flow mist through the tree. Give your trees a protective shield at tree top.



Myers offers "custom selection." You can choose a Myers sprayer from 12 different models—one that fits your orchard or grove and budget requirements. Models are available for dilute, semi-concentrate or concentrate spraying.



# complete protection

from tree trunks  
... to tree tops

with a **Myers** air sprayer.

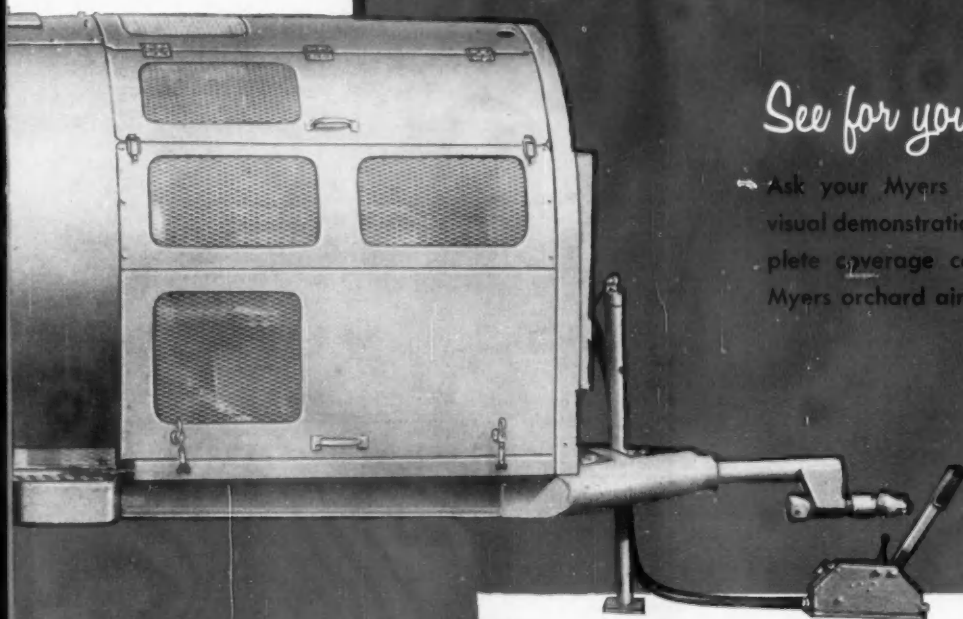
covers every part of

Myers sprayers  
forceful flow of air that  
an even flow of air car-  
ry mist to every part of  
the same protection  
tree trunk.

You get real coverage protection with Myers. Your Myers sprayer offers the right combination of high pump pressure and efficient air movement. The result is a forceful, yet gentle chemical mist that really penetrates. Covers every leaf, every branch, with an even shield of protection.

*See for yourself*

Ask your Myers dealer for a visual demonstration of the complete coverage capabilities of Myers orchard air sprayers.



**Myers**

**The F. E. Myers & Bro. Co.**

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# NEW VARIETIES

New introductions are occurring so fast that the project of testing them is becoming a major task



Cimarron, a hardy Oklahoma introduction, is similar to Concord.

By REID M. BROOKS and H. P. OLMO

*Register of New Fruit and Nut Varieties*  
University of California, Davis

THE *Register of New Fruit and Nut Varieties* published its first list in 1944, and these have continued annually in the Proceedings of the American Society for Horticultural Science. Within recent years, it is evident that new varieties, especially of peaches and nectarines, have appeared in such numbers that the grower himself cannot test even the most promising ones.

The evaluation of new varieties in different fruit growing areas must sooner or later be expanded by impartial public or private agencies. Several experiment stations are evaluating the red-fruited sports of Delicious apple, but there is great need for similar work with other fruits.

Here are the new varieties that appeared in late 1957 and in 1958. Who can tell which will be important 20 years from now?

## ALMOND

Merced blooms and ripens at the same time as Nonpareil. The shell is thin and well-sealed. It was originated in Merced County, California, by Vincent B. Rodgers. It is a hybrid of Texas and Nonpareil.

Ruby also originated in California. The shell is thicker, harder, and better sealed than that of Nonpareil. It matures with Texas, but blooms about three days after that variety. Plant patent has been

assigned to Reedley Nursery, Reedley, Calif.

## APPLE

**Centennial** originated in Excelsior, Minn., by University of Minnesota Fruit Breeding Farm. Dolgo was crossed with Wealthy to give this crab. It is very good for eating fresh but not one of the better varieties for canned sauce or jelly. It matures in early midseason or about August 21 to September 5 in Minnesota, but tends to bear biennially.

**Clarkrich** is a bud mutation of Starking, discovered in 1955 by E. S. Clarke, Peshastin, Wash. The bright red skin appears about 10 days ahead of its parent.

**Clifton Red Rome** is a bud mutation of Rome Beauty discovered in 1920 by L. J. Clifton, Memphis, N. Y. It was introduced commercially in 1957. The skin is a brilliant bright blush.

**Jonadel** was produced by the late Prof. H. L. Lantz at Iowa Agricultural Experiment Station. The fruit is larger than Jonathan, is milder in flavor than that variety but with more acid than Delicious. Its dessert qualities are excellent, having a firm, juicy flesh. It ripens in Jonathan time. The tree is more resistant to fire blight than Jonathan.

**Northland** is another crab apple introduction from University of Minnesota Fruit Breeding Farm, Excelsior. The skin is a solid bright to deep red, thick, and tough. It is excellent for eating, and useful for canned sauce, pickles, and jelly. It matures August 14 to 24 at Excelsior. The medium-sized tree is relatively winter hardy and very productive. It is of value in the northern part of Minnesota where better varieties may not be available.

**Red Queen** was found in 1952 near Paw

Paw, W. Va., as a bud mutation of Starking. The fruit is identical with its parent except as to skin color which shows up early in July, and is a full bright red by the first of August.

**Ryan Red** is another Starking mutation, being discovered in August, 1956, in Wapato, Wash., by James B. Ryan. The deep, early coloring of the skin becomes a solid red and very intense at maturity. Otherwise, it is similar to Starking.

**Tonasket Red Delicious** is another of the Delicious type which colors and matures early. It is considered to be a bud mutation of Starking by Guy Scacco, Tonasket, Wash., who found it in 1954.

## APRICOT

**Valnur** originated in Wenatchee, Wash., by Peter Van Well of the Van Well Nursery. The skin is highly colored and it matures early. The tree bears well.

## BLACKBERRY

**Darrow** originated in Geneva, N. Y., by Prof. George L. Slate of New York State Agricultural Experiment Station. The conic fruit is black, glossy, and large. It is firm, mildly subacid, with good quality. It begins to ripen early, about with Eldorado, and continues over a long period of time. It is apparently more winter hardy than other selections and varieties grown at the New York station. Its resistance to orange rust is not known. It is named in honor of Dr. George M. Darrow of USDA.

## GOOSEBERRY

**Welcome** is from Minnesota Fruit Breeding Farm, Excelsior. The medium-

AMERICAN FRUIT GROWER



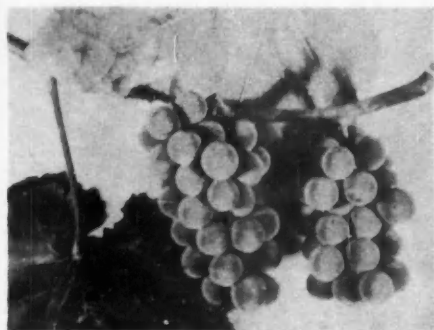
An Iowa introduction, Jonadel has excellent dessert qualities; ripens in Jonathan time.

# of Tree Fruits ...Berries...Grapes

sized fruit has a light, dull red skin with pink flesh. The seeds are small and few. It ripens before Pixwell and Como. There are no spines on the fruit but a few short, weak ones cover the plant. Even these are missing on the older wood. It is vigorous and productive.

## GRAPE

Dr. H. P. Olmo, of California Agricultural Experiment Station, Davis, has just released 11 new grape varieties suitable for several outlets: table use, juice, various types of wines, and one variety suitable for canning. Unless otherwise



Niabell, released by Dr. Olmo, one of the authors of this article, has jet black grapes.



Welcome is the delightful name Minnesota has given to their new pink-fleshed gooseberry.

indicated, all of the following varieties are Dr. Olmo's.

**Calzin** is released for the production of a red dry wine of the Zinfandel type. The berries are jet black, round, with a skin very high in tannin. It possesses Zinfandel flavor but is higher in color. The vine is a Zinfandel type but is more tolerant of red spider, and is a heavy producer.

**Canner**, as the name implies, is eminently suited for processing as a canning variety. The berries are seedless, larger than Sultanina and brighter green, ripening later than that variety. The vine is very vigorous and productive.



New York's blackberry has been named in honor of Dr. Darrow, retired USDA small fruit specialist.



Headliner has larger fruit than older Louisiana varieties; is attractive for fresh market.

**Cimarron** was originated by Prof. Herman A. Hinrichs, Oklahoma Agricultural Experiment Station, Stillwater. The skin color is blue-black with a heavy bloom. Is similar to Concord in shape and color but somewhat smaller. The healthy vine is productive, drought resistant, hardy to cold, and resistant to black rot. It was released in 1958 and will be commercially available in 1960-61.

**Early Muscat** is principally designed for the early table market. The berry size is medium and uniform. It has a marked Muscat flavor. The skin is dull yellow. It ripens very early, just after Perlette. The vine is only medium in vigor but very productive. It should be girdled (ringed) to increase berry size.

**Early Niabell** resulted from crossing two tetraploid forms in 1942. The fruit is large, slightly oval, and purplish black. It ripens in early midseason. The clusters are medium, cylindrical, and well filled. It is useful for table fruit, fresh juice, and semi-sweet wines. The vine is very productive with medium vigor, and is tolerant to powdery mildew.

**Flora** produces an aromatic white table wine of very high quality and flowery bouquet. The small berry is dark green,

high in acid and sugar, and ripens in early midseason. Semillon was crossed with Gewürztraminer in 1938. The vine is small and of medium productivity.

**Gold** produces large, firm, oval berries which have a tender skin with a golden sheen. It has a mild Muscat flavor. The cross to produce Gold was made in 1951. The quality is excellent for table use. It ripens in early August at Davis. The clusters are of medium size, short, conical, and well filled.

**Helena** resulted from the same cross as did Calzin. The fruit cluster is large, winged, and compact. The individual berries are yellow-white, soft, and juicy, ripening in midseason. They produce a distinctive white, dry table wine. The vine is of the Zinfandel type.

**July Muscat** ripens in late July in the Fresno area of California. The berry has a medium size, is subovoid, and greenish yellow. The skin is resistant to weather. The firm flesh has a strong Muscat flavor. It was selected as a table variety.

**Niabell** is a tetraploid, resulting from the same cross which produced Early Niabell. The berries are uniformly very large, spherical, and jet black. They are adapted for table use, fresh juice, and



**CUT PRUNING COSTS  
MAKE BIGGER PROFITS**



## **NEW! HOMELITE ELECTRIC PRUNER**

- Powerful — cuts 1 3/4" limbs
- Lightweight — only 6 1/2 lbs.
- Rim type saw cuts cleanly
- No freezing problem
- Runs anywhere from 90 pound Homelite Generator

Here's the fastest, easiest to use, power pruner on the market today. One that will trim your pruning costs to the bone and help you make a bigger profit from your fruit-growing business. It's a lightweight, powerful saw, not a shear — makes clean cuts that heal quickly and resist disease. Two pruners operate from a 90 lb. Homelite Generator that can be carried easily over mud and snow. Generator will also provide 115 v. AC current during power-failure emergencies or operate tools and lights anywhere. Write for complete details and name of your nearest Homelite Pruner Dealer.

**HOMELITE**  
A DIVISION OF TEXTRON INC.  
PORT CHESTER, NEW YORK, U.S.A.



Gold, released by Dr. Olmo, is excellent for table use; ripens early August at Davis, Calif.

semi-sweet wines. The vigorous vines produce long, productive canes. The leaves are very large.

**Royalty** berries are small, producing a dark red juice high in sugar and acid. The fruits ripen in midseason. The vine is highly productive, semi-erect, and is tolerant to powdery mildew. Royalty produces a port-type wine.

**Rubired** came from a cross made in 1938. The small berries ripen in midseason, have a very intense red juice, and are resistant to spoilage. It is a variety for the production of a sweet red wine, concentrate, or for blending purposes where an intense and stable red color is desired.

### **LOQUAT**

**Fletcher** was discovered in Bartow, Fla., by Mrs. George Fletcher, in 1956. The fruit grows to 2 inches in length. The flesh is firm, orange-red, and with a good flavor.

### **LYCHEE**

**Peerless** is probably an open-pollinated seedling of Brewster and was originated in Oneco, Fla., by C. E. Ware, now of Clearwater, Fla. The fruit is large, averaging 16 to 18 to the pound. The tree bears regularly.

### **MULBERRY**

**Illinois Everbearing** was found in 1947 in White County, Illinois. It is considered to be a polyploid derived from the red mulberry, *Morus rubra*. The flavor is good. The tree is extremely hardy and very productive.

### **NECTARINE**

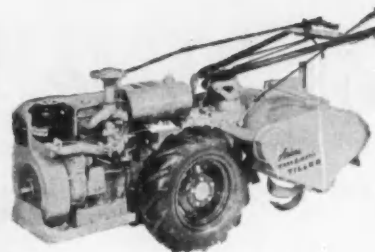
**Compton** was discovered in 1953 by Mrs. Verna A. Compton, Ivanhoe, Calif. It is a yellow freestone when full ripe but semi-clingstone at early stages and even into early picking. The cooking quality is very good, being equal to Elberta peach.

**Grandier** is one of F. W. Anderson's varieties from Le Grand, Calif. It was patented and has been assigned to Reedley Nursery, Reedley, Calif. This is a yellow-fleshed freestone. The light yellow skin is overspread with red. The tree has a lower chilling requirement and produces crops more regularly than Early Le Grand.

**June Grand**, another of F. W. Anderson's, is an open-pollinated seedling of Early Sungrand. It is patented and assigned to Reedley Nursery. It is a yellow-fleshed semi-clingstone which ripens extremely early, seven to 10 days before Early Sungrand. The skin is dark red over yellow.

**Lexington** is one of Dr. George D. Oberle's selections, coming from his breeding program at Virginia Agricultural Experiment Station, Blacksburg. This is a yellow-fleshed freestone with a medium firm texture. It ripens seven to 10 days before Cavalier. The extremely vigorous tree displays considerable ability to escape brown rot and blossom season frost.

**Redbud** is a second nectarine variety just released by Dr. Oberle, being a sister seedling of



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TILLING JOBS**

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## **TRANS-A-MATIC** *heavy duty tiller*

Power . . . non-slip traction . . . dependability . . . easy handling make Ariens Trans-A-Matic Tillers outstanding for value and performance. 9.0 h.p. and 16.5 h.p. models. Write for details today!

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139 Calumet Street  
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From engineering design to complete erection, United Cork Companies offers complete service on B.B. (Blocked-Baked) Corkboard or Uni-Crest expanded polystyrene through its chain of branch offices from coast to coast.

Each installation is *specifically* planned to meet the requirements of the individual fruit storage area. And each installation is followed up by United's engineers to assure full satisfaction to the fruit grower.

You are invited to discuss your low-temperature insulation requirements with us.

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# 5 basic insect control problems solved... automatically

*with malathion in the schedule*



USING INSECTICIDES SAFELY. Malathion is a powerful phosphate, but different from other phosphates: it has *low* toxicity to man and animals. The USDA calls malathion, "... one of the safest insecticides to handle." You *don't* have to use respirators or special clothing to handle it safely.



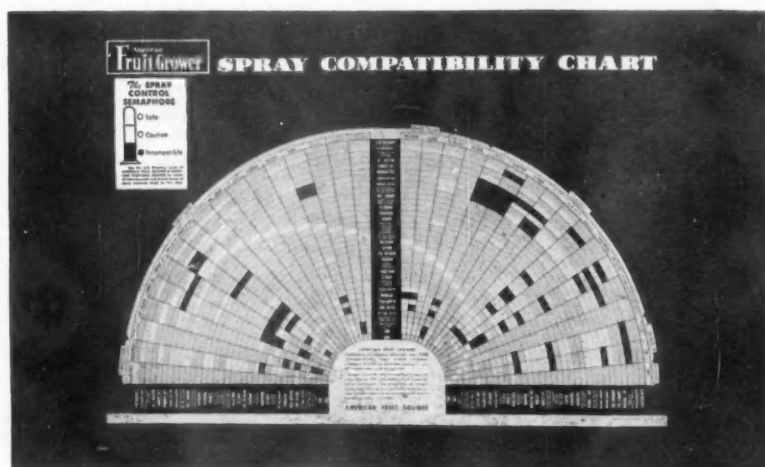
**RESISTANT INSECTS.** DDT-resistant codling moth is now widespread. DDD-resistant red-banded leaf roller is on the move. To control these pests many growers are switching to the phosphates... particularly malathion. It has become a standard across the country for spiking DDT cover sprays to control codling moth, red-banded and aphids.



**INSECTICIDE-SENSITIVE FRUITS.** Some apple varieties are sensitive to phosphate insecticides. Malathion offers a wide margin of safety to fruit and foliage of these varieties. That's why many states specify it for fine finish programs.



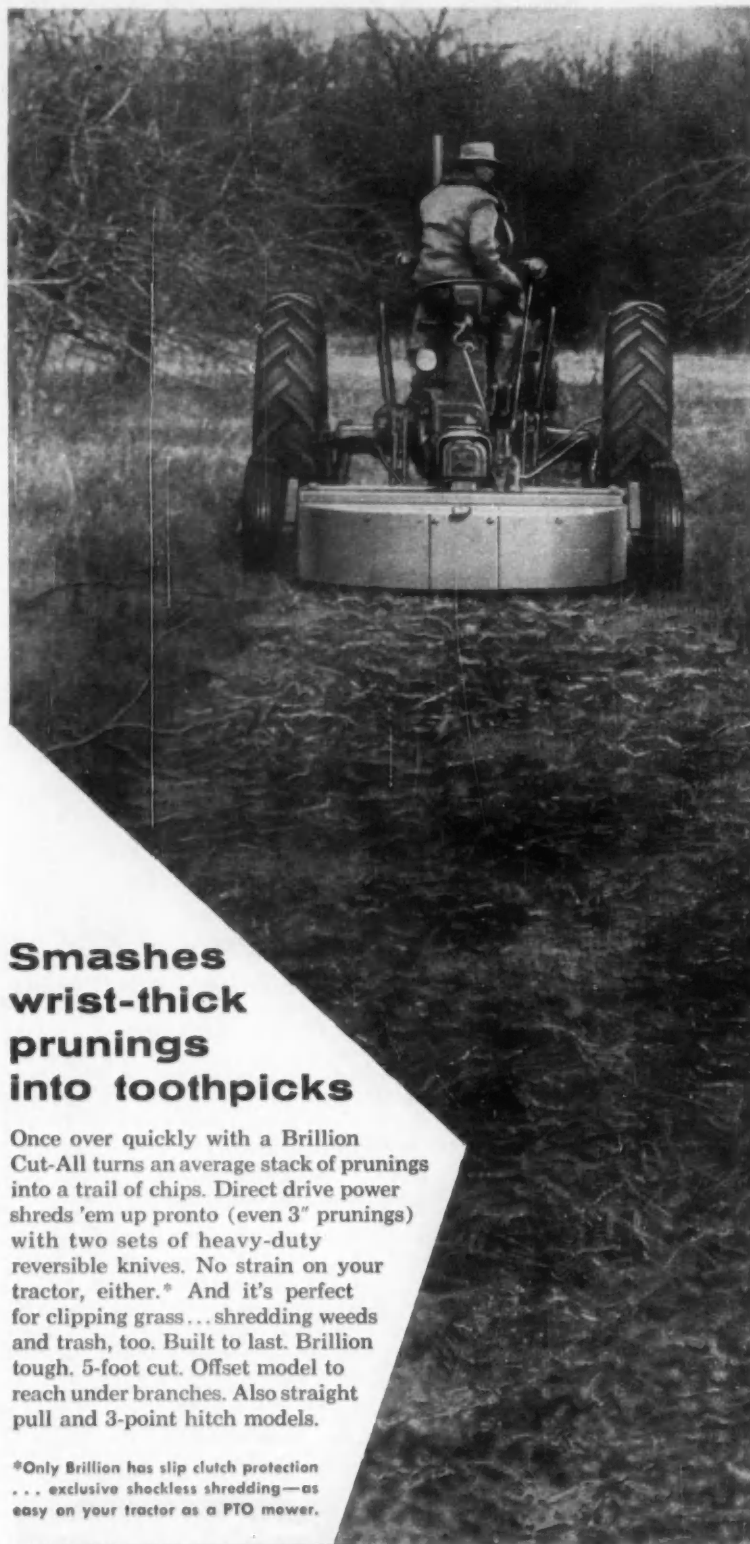
**RESIDUES.** To avoid excess residues, use of many insecticides must stop a month before harvest. Rapidly disappearing residues and high tolerances, mean malathion can be used up to 72 hours from harvest on most fruits.



**COMPATIBILITY WITH OTHER CHEMICALS.** Growers *must* control insects with a minimum of sprays. Often several chemicals are needed to give each spraying overall effectiveness. And *that* requires chemicals that are "good mixers"... like malathion.

Write for Malathion Handbook, American Cyanamid Company, Dept. AF-1, Agricultural Division, N.Y. 20





## Smashes wrist-thick prunings into toothpicks

Once over quickly with a Brillion Cut-All turns an average stack of prunings into a trail of chips. Direct drive power shreds 'em up pronto (even 3" prunings) with two sets of heavy-duty reversible knives. No strain on your tractor, either.\* And it's perfect for clipping grass... shredding weeds and trash, too. Built to last. Brillion tough. 5-foot cut. Offset model to reach under branches. Also straight pull and 3-point hitch models.

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Send me complete information on the  
Cut-All shredder.

Write your name and address in the margin.

**Brillion**  
IF BRILLION MAKES IT,  
IT MUST BE GOOD

Lexington. This white-fleshed freestone has a medium texture with firmness above average and with good quality. It matures about 27 days before Elberta. It produces a heavy set of buds. It displays considerable ability to escape infection from brown rot and damage from blossoming-season frost.

## PEACH

Ben Owens was discovered in 1955 by David A. Lawyer, Plains, Mont. This is a yellow-fleshed freestone which apparently is winter hardy.

Double Delight comes from Armstrong Nurseries, Inc., Ontario, Calif. The parentage is complex. The flesh is yellow, firm, freestone, with a sweet flavor, and ripens in early mid-season but before Saturn. The flowers are large, pale pink, double, making the tree very ornamental as well as useful for its fruit. A patent has been applied for.

Earligold is another variety from Armstrong Nurseries. This yellow-fleshed variety is a freestone when fully ripe. Its maturity period is five to seven days longer than that of Spring-



Regina was bred by Dr. Weinberger, USDA; has attractive red blush; resembles Coronet peach.

time. Earligold appears to be the earliest ripening yellow-fleshed peach yet introduced.

Earlihale is a co-operative introduction by Dr. A. Leon Havis, USDA, Beltsville, Md., and Dr. Harold W. Fogle, Washington Agricultural Experiment Station, Prosser, where it was tested as B2-2221. It was then tested at many experiment stations. It was especially promising at Prosser where it has been fruiting since 1951. The flesh is yellow, firm, with a medium texture and good flavor. It is a freestone. Under Pacific Northwest conditions, it is similar to J. H. Hale. The tree is vigorous and productive when well cross-pollinated, being self-unfruitful.

Elbertita is an unusual home-garden variety. The tree is semi-dwarf with very dense, dark green foliage. The fruit has the appearance and quality similar to that of Elberta, although it is not as productive as Elberta. It is a yellow-fleshed clingstone. It was originated in New Brunswick, N. J., by the late Prof. M. A. Blake, New Jersey Agricultural Experiment Station. It was introduced last fall by Del Rancho Fortuna, Inc., McFarland, Calif.

Eve is a bud mutation of Redhaven, being discovered in June, 1954 at Red Bluff, Calif. Patent rights have been assigned to Reedley Nursery, Reedley, Calif. The flesh is yellow, firm, subacid, and freestone when soft-ripe. It ripens about two weeks before its parent. The tree is vigorous and bears heavily.

Garabedian Hale matures 10 days before J. H. Hale, and is a highly colored, yellow-fleshed freestone, selected in 1954 by John Garabedian, Fresno, Calif.

Garnet comes from East Wenatchee, Wash. It was discovered in 1951 as a bud mutation of Sunhigh. It was introduced commercially by the Van Well Nursery, Wenatchee. It is a yellow-fleshed freestone having a fine flavor and a good texture. It matures just ahead of Triogen. Its qualities are similar to Sunhigh. Its dessert qualities are excellent.

Golden Dawn's parentage is unknown but presumed to be a Lovell seedling discovered in 1953. The melting flesh is yellow with no red around the pit, very juicy, and of high quality. The skin is overlaid with red. It starts to ripen with Early-Red-Fre.

Goldenred is another release from Prof. Hinrichs, Oklahoma station. Released last year, trees will be available during the 1959-60 season. This yellow-fleshed freestone has a smooth skin with short pubescence and color intermediate between Elberta and Redhaven. The tree is very productive.

Gold Hale originated in Farmersville, Calif., and was patented by H. D. Dougherty who selected it in 1951; its parentage is unknown. The flesh is yellow, firm, with a mild flavor and good quality. It is large, a freestone, and uniformly round. The skin is deep red over a yellow ground color. It ripens in early June in the area of origin.

June Gold is another variety from Armstrong Nurseries as bred by Herbert C. Swim. This is a firm, yellow-fleshed freestone variety, very large, and with a highly colored skin. It ripens seven to 10 days before Redhaven. It is a J. H.

AMERICAN FRUIT GROWER



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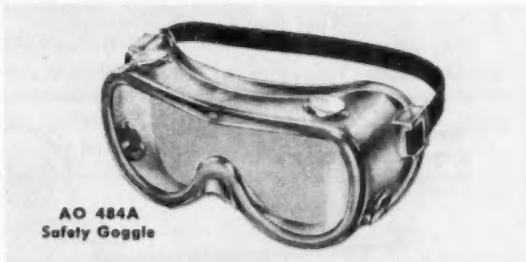
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8

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Redwin, semi-freestone released by Bountiful Ridge Nurseries, has short chilling requirement.

Hale type, suitable for shipping. A patent has been applied for.

**Kimbo** is being introduced this year, although it bears patent no. 1647 issued October 8, 1957, to the originator, William W. Moore, Sandy Spring, Md. The fruit is large with yellow, juicy flesh, and is a freestone when ripe. It matures about 10 days after Elberta, or during the first two weeks of September at its place of origin.

**Maffey** is a white-fleshed freestone. Its flesh does not oxidize readily. The skin color is light green, with a rose blush at the stem end. The flavor is subacid and good. This chance seedling was discovered in 1956 near Modesto, Calif.

**Maxtime** is an F1 selection of Sun Grand nectarine by Robin as made by F. W. Anderson, Le Grand, Calif. This is a white-fleshed clingstone. It ripens very early. It most nearly resembles Springtime.

**Rancho Resistant** is an open-pollinated seedling of S-37 which was selected in 1953 by T. A. Sand, of Rancho Fortuna, McFarland, Calif. It is a rootstock for fruit trees. The seeds germinate very well. It is resistant to the root-knot nematode.

**Redwin** was released by Bountiful Ridge Nurseries, Princess Anne, Md. It is a semi-freestone with white flesh. It ripens before Mayflower and about three weeks before Early-Red-Fre. It has a short chilling requirement. Joseph G. Battaglia discovered this mutation in June, 1950, in White Horse Pike, Hammonton, N.J.

**Régina** comes from the well-known peach breeder, Dr. John H. Weinberger, Crops Research Division, USDA, who is now stationed at Fresno, Calif. Sunhigh was crossed with a seedling of Admiral Dewey by St. John. The flesh is yellow, with a smooth texture and good flavor. It is firm but melting. It is a freestone when fully mature, being similar to Redhaven and Coronet in this respect. Some three-fourths of the skin is covered with a bright, attractive red blush over a yellow ground color. It is firmer and more highly colored than Redhaven. It does not tend to soften first on the suture and apex. It most nearly resembles the USDA variety Coronet, differing primarily in ripening season and in being somewhat more acid.

**Tejon** was bred by Dr. James W. Jesley, University of California Citrus Experiment Station, Riverside. The crosses were completed in 1949, and the selection was made in 1952. The flesh is yellow and is not wholly a clingstone. It matures early. The tree has a short winter-chilling requirement.

### PEAR

**Lacock** originated with David A. Lawyer, Plains, Mont. Its parentage is unknown, but two trees have been known since 1900. It is to be introduced commercially this spring. The flesh is firm, sweet, and juicy. The skin is russeted and not too attractive. It canes well and most nearly resembles Flemish Beauty.

### PLUM

**Salsa-Pride** is considered to be an open-pollinated seedling of Late Santa Rosa, discovered in 1955 by John R. Salsa, Visalia, Calif. The fruit is a Japanese plum type. It does not split. It runs about 3 inches long, with a diameter of  $2\frac{1}{4}$  to  $2\frac{1}{2}$  inches. It matures July 10 to 20.

### STRAWBERRY

**Headliner** is a Louisiana introduction, coming from the work of Drs. J. C. Miller and M. L. Horn, and horticulturists W. A. Sistrunk, P. L. Hawthorne, and W. F. Wilson, Jr., all of Louisiana Agricultural Experiment Station, Baton Rouge. It runs 30% to 50% larger than fruits of the older Louisiana varieties. It is bright red and very attractive for the fresh market. For processing it is superior to leading commercial varieties now being grown in the area of introduction. It begins to fruit early in the season and its shipping qualities are good. The seeds are medium small and slightly sunken into the receptacle. It is a long-spring season variety for home use, shipping, and processing.

**Wild Flavor** is an open-pollinated seedling of Dunlap discovered in 1935 by Mrs. Louise Wenner, Roseau, Wis. High flavor. **THE END.**

AMERICAN FRUIT GROWER

If we continue to limit soil nutrition to N-P-K . . .

## Can we expect improved fruit quality and yields?

Fruit growers from all sections of the country are giving attention to secondary and trace elements. They're finding that it takes more than nitrogen, phosphorus and potash to achieve bonus yields and a higher percentage of top grade fruit.

Take magnesium for example. All plant life needs it. It is an element necessary for the development of chlorophyll or green coloring matter in the leaf. Without adequate chlorophyll the entire life process of plants is slowed down, resulting in poorer quality fruit and lower yields.

Magnesium also rivals phosphorus for importance in seed formation. It helps build disease resistance by producing balanced nutrition. And this vital element aids in the fixation of nitrogen by legumes . . . important for cover crops.

### How to detect shortages

Magnesium shortages in your soil show up in a familiar but costly pattern. The deficiencies aren't visible until damage is done. In fact, by the time deficiency symptoms appear you've undoubtedly been paying a heavy penalty in

reduced yields and quality for several years.

The first visible evidence of trouble shows up in yellowing between the green leaf veins. Later these yellow areas near the leaf tips turn brown. Premature dropping of leaves and pre-harvest fruit dropping are also signs of magnesium shortages.

### Deficiencies widespread

From Maine to Florida, Wisconsin to the Atlantic coast . . . and in many Western areas, extension workers and soil specialists have established magnesium deficiencies.

The reasons stem from many causes. Heavy rainfall, erosion and overcropping of the land have cut deep into natural reserves. And high analysis fertilizers have added to the shortage because the carrier that contained some magnesium has been replaced by increased percentages of N-P-K.

### The answer

There are several ways to treat magnesium deficiencies. But the most practical and effective is the use of Double Sulphate of Potash-Magnesia . . . proved profitable and practical in every crop area.

Double Sulphate of Potash-Magnesia corrects magnesium deficiencies, and at the same time, builds up dwindling reserves of sulphur . . . a hard-to-recognize plant

need because the negative symptoms so closely resemble nitrogen starvation.

### Sul-Po-Mag\* advantages

To be completely effective, the ideal magnesium form is water-soluble and granular in structure. The material that meets both requirements is marketed under the trade name Sul-Po-Mag\*. It can be bought in mixed fertilizers to match the requirements of specific crops. In addition, Sul-Po-Mag is ideal for direct application where only potash and magnesium fertilization is indicated.

Granular in form, Sul-Po-Mag stays in the soil longer to feed the crops longer — and sustain growth over the season to help produce top yields.

For complete information on the role of Sul-Po-Mag in plant nutrition and its application to fruit quality and yields, write, c/o the address below, for our free Magnesium Booklet.

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Good soil fertility can mean the difference between an average fruit crop and an excellent one—between a fair and a really profitable year.

Since much of your crop goes just to pay production costs, a higher yield of better quality fruits from each acre can boost your net income way up. Swift's Specialized Crop Makers contain extra growth elements that actually raise the fertility of your soil—make every acre of land work harder for you.

Swift's Plant Foods are made by the exclusive FLO-FUSION process that chemically-hitches all elements into free-flowing particles. They provide balanced feeding, and elements can't shake out or separate.

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WHEN YOU'RE FARMING TO MAKE MONEY, SWIFT'S YOUR FINEST BUY!

## EASTERN APPLES

(Continued from page 12)

and those varieties were being purchased out of cold storage for 50 cents per cwt. and more plus storage charges above the fall prices.

**Fresh market movement** was reported to be heavy in all major producing areas of the East and Midwest during the harvesting season. Quality was excellent although rainy, cloudy weather immediately prior to and during harvest interfered somewhat with coloring in the more northern producing areas.

The pressure to get the fruit picked and the critical shortage of containers to handle the crop created serious problems in Michigan and western New York as well as in other producing sections during the fall. Fruit was forced on the market in large volume. The pressure of the fruit offered, together with the depressing influence of low prices for processing apples, resulted in very low prices for most fresh market apples.

The volume of apples in controlled atmosphere storages continues to increase. Demand for the greater volume of C-A apples available last spring was good and prices finished very strongly. A good many new rooms were constructed during the summer in the New York-New England section and in Michigan.

The year 1958-59 will be a critical one for apple growers in the East and Midwest. 1957-58 was a low price year. Prices have been even lower so far this year.

Growers are searching for means to solve these problems. Many are becoming increasingly concerned about the need for some practical method of managing the supply. Too often the pressure of a few millions of bushels of apples controls the market and depresses prices out of all proportion to the oversupply. Some growers believe that marketing orders should be explored more thoroughly.

Many growers are concerned also about the disorganized manner in which fruit is sold. Thousands of sellers, many uninformed, compete with one another for a relatively small number of outlets. In seasons such as this one when proper handling of the market is essential, that type of selling can and often does bring disaster. Some growers propose that large sales organizations should be set up to coordinate sales.

Still other growers who produce apples for the processing market are concerned about another major problem, the weak position of many processors of apple products who do not have established brands and who are

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Yes, sir—if you want complete coverage plus worthwhile fuel economy, your answer is Oliver's TEAMED-POWER diesel Model 500 Spra-Blast. Ask for a demonstration. It's the pest-control team for economy-wise orchard and grove operators everywhere. The Oliver Corporation, 400 W. Madison St., Chicago 6, Illinois.

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## HAMMERED TO PULP

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dependent on "buyer label" outlets. They are further concerned by the increasing number of "mutual" arrangements under which a number of western New York processors are now working.

Most of the leaders among eastern and midwestern growers are convinced that programs presently under way to develop markets for apples and apple products through advertising and promotion must be expanded if the industry is to prosper.

It is evident that a combination of programs to co-ordinate the efforts of the industry through intelligent management of supply, intelligent sales programs, and farsighted market development through advertising and promotion is essential for a healthy apple industry. Leading growers from all major producing sections are meeting this winter in an intensive effort to find ways and means to accomplish these objectives.—L. A. Putnam, Mgr., Lake Ontario Fruit Growers Co-operative, Inc., Lockport, N.Y.

### WESTERN APPLES

*(Continued from page 13)*

out of harvesting apples. Bin boxes reduce the cost of field boxes. If additional picking containers are needed, the cost of bin boxes is one-fourth to one-third less than the cost of regular individual field boxes of the same capacity.

Bin boxes increase cold storage capacity in many cases, in the newer pallet type plants from 20% to 30%. Properly designed bin boxes when placed in cold storage cool the fruit faster than the smaller picking lugs when stacked in rows or on pallets.

The long range planners point out how the bulk bin method of handling may bring changes to our marketing processes. More fruit will be packed fresh. The practice of packing down fast will tend to disappear because cold storage space is lost when fruit is packed from bin boxes into fibre cartons. Many plants will give consideration to the possibility of rough sorting and sizing of fruit before it goes into storage. This will increase even more the available cold storage of unfavorable sizes and lower grade fruit.

A budget of slightly more than \$1 million will be invested in advertising, publicizing, and merchandising Washington state apples during the 1958-59 marketing season. Approximately half of these funds will be for direct consumer advertising, while most of the remainder will finance field staff work and the in-store merchandising program.—A. C. Rich, Pres., Washington State Horticultural Assn., Yakima.

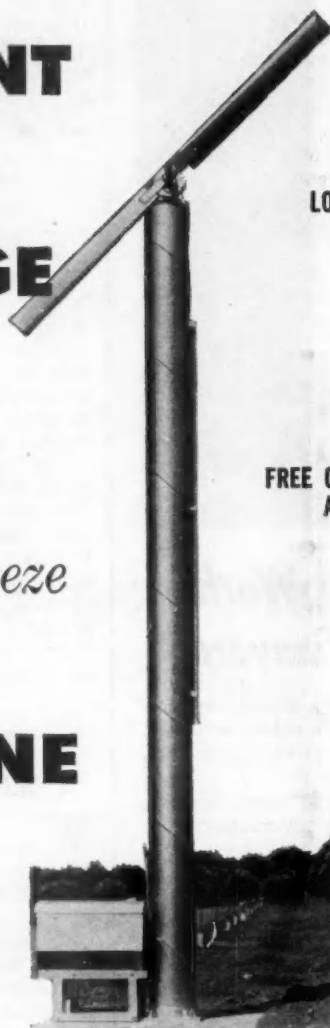
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## ACT NOW!

Anticipated orders will place heavy demand on factory production. Your immediate action is urged to insure delivery and installation before frost periods begin.

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# ALLIS-CHALMERS D-14 now Fully Shielded



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New, easily mounted fenders, grille guard and driver's shield can now be yours. You can work close... in and under overhanging branches. Trees are protected... and you stay safe and comfortable in the seat. Tractor is available with full or half shielding as desired.

The low top-line of the D-14 is ideal for orchard and grove work... and you have the latest in timesaving, power-boosting advantages:

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## PEARS

(Continued from page 15)

operative (California Cannery and Growers, Inc.), purchased two large and successfully operating canneries, retaining their personnel and sales organizations.

In the Northwest, existing co-operative canneries earned the lasting appreciation of Bartlett growers as they accepted a substantial tonnage of Bartlett pears made homeless shortly before harvest by the closing of the largest independently owned canning facility in the area.

Grower interest in expanded co-operative processing facilities is high, and 1959 is expected to see an acceleration of this movement of tonnage into co-operative canneries.

Winter pear growers in 1958 harvested the smallest crop since 1954, some 1 million boxes less than the 5 million boxes of 1957.

What appears to be a very favorable supply position is clouded by prospects of a 600,000-box reduction in winter pear exports, leaving a price outlook comparable to 1957.

Quality of winter pears is generally good, with sizes larger than normal in most districts. The national promotion program by the Washington-Oregon-California Pear Bureau featuring the theme "All good things come in pears" got underway in late November.—Vernon Stockwell, Pres., Pacific States Canning Pear Marketing Assn., Wenatchee, Wash.

## APS PRESENTS WILDER WINNERS

WINNERS of the Wilder medals awarded annually by American Pomological Society were announced at a joint meeting with Missouri Horticultural Society this month in Columbia, Mo.

Dr. M. B. Davis was cited for leadership in horticulture. Former dominion horticulturist for Canada, he is now retired and resides in Carp, Ontario.

Dr. Harold P. Olmo, department of viticulture, University of California, Davis, was recognized for his outstanding service to viticulture.

Prof. T. J. Talbert, former head of department of horticulture, University of Missouri, was honored for his contributions to the American fruit industry. He is retired and lives in Columbia, Mo.

New York State Fruit Testing Co-operative Association, Geneva, was selected for promoting the testing of new varieties. Dr. John Einset is secretary.

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## *Save you time*

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SNAP-CUT  
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New, light weight heavy duty anvil type lopping shears. Alloy metal handles. 100% guaranteed. Cuts limbs up to 1 1/4" diameter.



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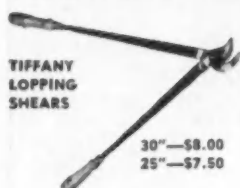
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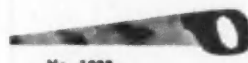


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## CITRUS

(Continued from page 17)

36 million boxes that season brought only \$17.2 million on-tree.

Here are the figures for the next four years:

1952-53—Production, 32.5 million boxes; average on-tree price for grapefruit sold fresh, \$1.08 per box; for processed products, 40 cents per box; total on-tree value, \$24.7 million.

1953-54—Production, 42 million boxes; average on-tree price for fruit sold fresh, 86 cents per box; for processed products, 11 cents per box; total on-tree value, \$19.8 million.

1954-55—Production, 34.8 million boxes; average on-tree price for fruit sold fresh, 95 cents per box; for processed products, 24 cents per box; total on-tree value, \$21.8 million.

1955-56—Production, 38.3 million boxes; average on-tree price for fruit sold fresh, 92 cents per box; for processed products, 20 cents per box; total on-tree value, \$21.7 million.

Then the upswing in Florida grapefruit started.

In 1956-57 total Florida production was 37.4 million boxes. Sold in fresh form the average on-tree price was \$1.36 per box. Sold for processed products the average was 44 cents per box. The total on-tree value of the crop was \$33.2 million.

Last season total production was 31.1 million boxes. Sold fresh, the grapefruit averaged \$1.48 per box on-tree and sold for processing the average was 67 cents per box. Total on-tree value of the crop was \$31.6 million.

For 1958-59, for which the USDA estimate is 34 million boxes in Florida, the outlook is that prices on-tree for fruit sold for both fresh shipments and processing will range even better.

What has brought about this remarkable improvement in the Florida grapefruit picture?

Florida Citrus Mutual believes there are four main reasons:

1) Higher juice content requirements. These were originated and supported by Mutual and became effective by state legislation.

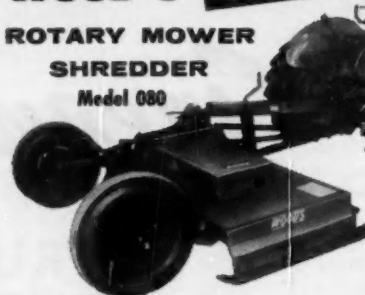
2) A strong advertising and merchandising program instituted by the Florida Citrus Commission. This program was made possible by increased advertising assessments, paid by the grower.

3) Renewed emphasis on higher and higher quality standards, at all levels including fresh and processed products. Repeatedly, Mutual's 9000-member grower organization has stressed the necessity for high quality. The industry generally has co-operated in this, through the Federal

On-the-spot brush disposal with

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We furnish complete package including materials for reversing controls and full installation instructions. Write or phone for further details and nearest dealer's name.

**PIPER & PAINE**

Dept. FV,

Nunda, N.Y.

AMERICAN FRUIT GROWER

Marketing Agreement programs and other quality controls established by the Florida Citrus Commission.

4) Nationwide distribution of grapefruit spoons introduced by Mutual. These spoons, which make the eating of grapefruit "a pleasure instead of a problem," were introduced by Mutual to help create more consumer interest in grapefruit in fresh form. In the past year, about one million of these spoons have been distributed.

Today the grapefruit marketing opportunities for 1958-59 are very promising. F.O.B. prices are at relatively satisfactory levels. Demand for good grapefruit is excellent. The total national grapefruit supply is far from burdensome. Actually, USDA's forecast for the season is just slightly over last season's supply.

Quality of the crop is good. The advertising and merchandising programs of the citrus commission have been intensified, and our customers have shown ability and willingness to buy.—*Vernon L. Conner, Pres., Florida Citrus Mutual, Lakeland.*

## PLUMS AND PRUNES

(Continued from page 20)

as did much lower costs of production than at present.

In recent years the Fellenburg has become more and more difficult to market at a profit. Housewives are purchasing and canning fewer prunes and buying more already canned or processed. As a result Fellenburg prune orchards are being bulldozed out rather noticeably and plantings are negligible.

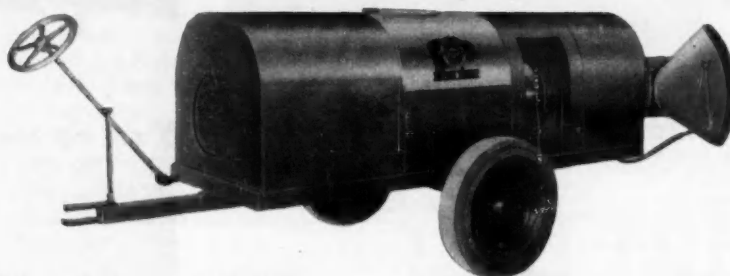
Considerable processing by commercial plants is now being done in western New York. Several plants can the prunes whole after washing, grading, and pitting. The product is usually called purple plums or prune plums.

Another process is that used for making baby food and junior foods and blends. The Stanley variety is in demand for this process, but Damsons and Fellenburg are also used.

What about the future for plums and prunes? Fortunately good plums make luscious desserts, preserves, pies, jellies, glace fruits, and marmalades. They can also be frozen. A large building is now being erected on the New York Agricultural Experiment Station grounds at Geneva, N.Y., to house new food processing laboratories and equipment. It is expected that plums and prunes will come in for their share of investigation. New and better packaging and processing methods also should improve the prune and plum industry.—*John G. Goodrich, Goodrich Orchards, Burt, N.Y.*

JANUARY, 1959

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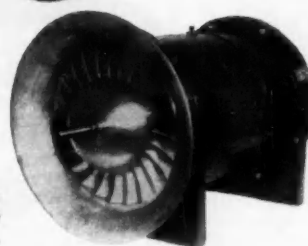


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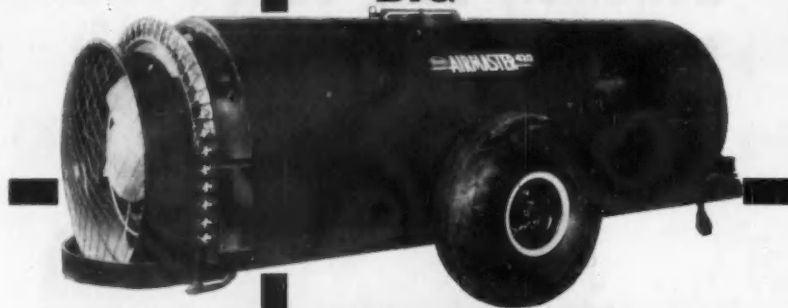
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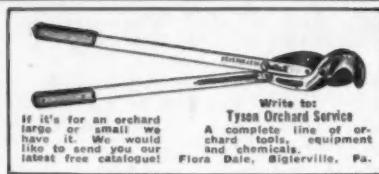
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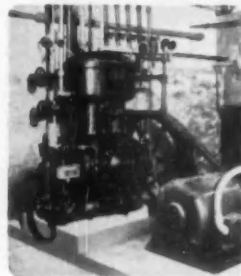
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DEPENDABLE REFRIGERATION SINCE 1882  
**FRICK CO.**  
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# NUTS .

**Almond crop small but total domestic nut crop for 1958 above average**

THE total domestic production of almond, filbert, pecan, and Persian (English) walnut in-shell nuts in the crop year 1958 is estimated at 197,650 tons, essentially the same as the 10-year average annual production for 1947-56, but about 5% more than produced in 1957. This might appear to be a lot of nuts, but it is only 2.25 pounds per capita. On a shelled basis the average is only 0.9 pound per man, woman, and child.

Since World War II per capita consumption of domestic tree nuts has increased, but the increase in consumption of foreign nuts, particularly cashew, has been even greater. About 1.5 pounds of shelled tree-nut kernels are consumed per capita each year as compared with approximately 1 pound for 1929 to 1933.

Domestic production of tree nuts has kept pace with our increase in population.

In contrast, the prices received by nut growers have not kept pace with prices of most other crops or with costs of production.

### ALMONDS

The 1958 world commercial production of almonds is estimated at only 54% of last year's very large crop of 117,100 tons. Carry-over from the 1957 crop in all producing countries was larger than usual. Therefore, the world supply for 1958-59 is only 80,000 tons, or 22% below the average shelled basis.

In the United States almonds are produced commercially almost exclusively in certain valleys of California. The estimated 1958 crop of almonds is 20,000 tons in-shell (9600 tons on a shelled basis), only 53% of the 1957 crop and 49% of the average crop for 1947-56.

Almond exports from the United States for the year beginning September 1, 1957, totaled 3198 tons shelled and 729 tons in-shell. Imports amounted to 2405 tons shelled for 11 months from September, 1957, through July, 1958. A fee-quota of 10 cents per pound on imports in excess of 2500 tons was in effect from October 23, 1957, to September 30, 1958. For the 1958-59 season there are no fee-quota restrictions.

AMERICAN FRUIT GROWER





1958 pecan crop totaled about 76 million pounds, in comparison with slightly over 107 million pounds the previous year.

Total domestic supply of almonds is below normal demands and prices are expected to be higher than last year. To maintain consumption at previous levels, imports of 11 million pounds of almond kernels would be necessary.

#### FILBERTS

The domestic commercial filbert crop is produced almost exclusively in western Oregon and Washington. The 1958 crop is estimated at 7400 tons, about 60% of the very large crop of 1957 but only 2% less than the average annual production for 1947-56.

The filbert-producing areas experienced some of the hottest weather on record during the summer, and some heat damage to the nuts resulted. Harvest was about two weeks earlier than usual. The prevalence of "blank" nuts was about 5% higher than in 1957, but 6 to 8% lower than in 1953, 1954, and 1956.

The filbert crop of the world is about 22% larger than that of 1957, and 31% more than the average for 1951-55. Total U. S. imports of filberts for the past marketing year were 2515 tons in-shell, which was essentially the same as in earlier years. Most imported filbert nuts are shelled and come from Turkey.

#### PECANS

The pecan is a native of North America and is largely produced in commercial quantities in the southern cotton states of the United States and to a small extent in northeastern Mexico. On the average, less than a million pounds of in-shell nuts are imported annually from Mexico. The pecan is not well known in Europe and Asia and exports, largely to Canada, are small, only 2 to 3 million

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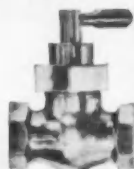
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—Arnie White  
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Exclusive Propagators of the  
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pounds on an in-shell basis annually.

The 1958 domestic crop of pecans is estimated at 85,250 tons in-shell, coming about equally from seedlings and budded varieties. This is 21% above production in 1957 and 15% above average. When the crop is completely harvested, however, it is believed that the estimate will be found to be too high. In the five-year period 1952-56 the total pecan nut crop was 48% from budded varieties and 52% from seedlings. Only 24% of the 1957 crop was from budded varieties and 76% from seedlings.

The estimated 1958 crop for Texas, Oklahoma and Louisiana, the three states producing the most pecans from seedling trees, is only 65% of the 1957 crop. On the other hand, Georgia and Alabama, which normally produce about 60% of the total from budded varieties, have a crop estimated at 27,000 tons for 1958 as compared with 4000 tons in 1957.

Pecans are largely marketed shelled and that trend seems to be upward. From 1950 to 1952 approximately 75% of the total crop was marketed as shelled kernels, but in 1956 and 1957 about 86% of the marketable crop was shelled.

### WALNUTS

Domestic commercial production of Persian walnuts is confined to California and Oregon. Estimated production in California is 78,000 tons and in Oregon 7000 tons, 28% more than in 1957 and 16% above average. In nearly all walnut districts in California the crop was good and above average in size and quality.

Prospects for the foreign walnut crop were much better in 1958 than in 1957, as 59,500 short tons are predicted. The estimated crop in France is 25,000 tons and in Italy 28,000 tons on an in-shell basis. Crops in other walnut-producing countries are very short, totaling only 6500 short tons.

Under the Federal Marketing Agreement the tentative percentage of salable in-shell walnuts has been set at 60% for California and 80% for Oregon. The overall surplus percentages tentatively established are 11% for California and 9% for Oregon. The agreement means that those percentages of the kernel weight of all walnuts handled, whether shelled or in-shell, must be diverted to by-products or exported.

**Forecast for 1959.** Under normal conditions, approximately the same total tonnage of domestic edible nuts can be expected in 1959. In that year the crop of walnuts may be lower, crops of filberts and pecans about the same, and that of almonds much higher.—H. L. Crane, USDA Agricultural Research Service, Beltsville, Md.

## GRAPES

(Continued from page 23)

A new record of 200,000 tons a week was crushed, offsetting the old standard of 180,000 tons.

Shipments of table grapes from southern California's desert valleys began with the harvesting of Perlette grapes in the Coachella Valley. Shipments of Perlettes established a new record as additional acreage came into bearing, 199 cars as compared with 115 last year. Approximately 1100 cars of desert valley grapes were shipped, down 208 cars from last season. Prices on all desert grapes were lower than last season with Perlettes averaging \$7.94 a lug, Thompsons \$5.56, Cardinals \$5.47.

Shipments of Cardinals on July 3 and Thompsons on July 14 opened the San Joaquin Valley table grape harvest. Quality was good but sugar was slow in developing. The shipping of Cardinals was completed about July 10 with Red Malagas filling the need for red table grapes until the Tokay harvest began. The rains in September did little or no damage to unharvested table varieties. Shipments of Thompson Seedless totaled about 6000 cars compared with 6811 in 1957 and brought the highest average prices, about \$4.42 a lug, since the 1943 and 1944 seasons. Interstate truck shipments of Thompsons were 5898 trucks as compared with 6811 in 1957.

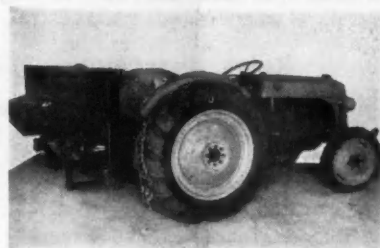
As the end result of this year's wine grape price decline, 150 San Joaquin Valley growers voted to form a bargaining association which is to be sponsored by the Raisin and Grape Growers Institute, Fresno. Their objective is to sign up the growers of 250,000 tons of grapes by July, 1959.

These growers' tonnages would represent 75% of all grapes uncommitted to wineries, co-operatives, shippers, etc. The bargaining association will sell the growers' grapes to the wineries. The price received by the grower will be set on a sliding scale and adjusted according to the size of the crop. The natural development of this group could lead to marketing agreements and quality controls which would benefit the entire industry.

Estimated bearing grape acreage for 1958 is 399,200 acres as compared with 399,000 in 1957. Over 50% of all new plantings are of the Thompson Seedless variety, preferred because of its threefold marketing outlets: table grape, raisin, and winery. New plantings continue to exceed removals, with wine varieties at 17% and table varieties at 27% of the total acreage being planted.—Paul Osteras, Livingston, Calif.

JANUARY, 1959

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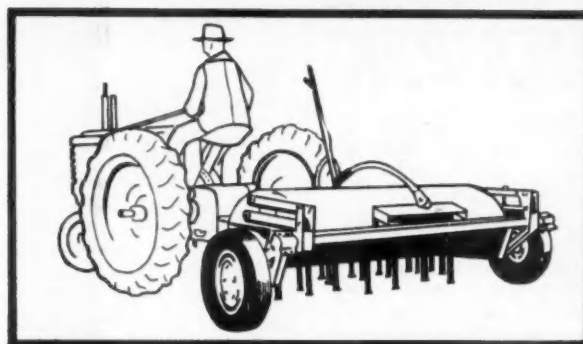
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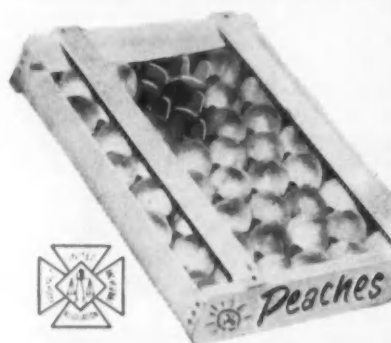
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**Rains, short crop, good prices highlight 1958; optimistic outlook for 1959**

**A**PRICOT producers in California will remember 1958 as the year of the big spring rain. California, the major apricot producing state in the nation, had one of the wettest springs in its recorded history.

The wet spring was the major cause for the lightest crop of apricots, 98,000 tons green, California has had in 15 years. The 10-year average is 190,000 tons.

**Pricewise**, the light crop took the normal and expected turn. Growers received the highest prices ever paid for canning and dried apricots. Orchard run fruit of canning quality averaged \$147 per green ton with some growers reporting as high as \$160 per ton in specific instances. Dried fruit packers paid growers 60 cents per dry pound for tray run apricots of good quality.

This high return per unit, however, did not put too much net money into the grower's pocket. Apricots are a high initial cost crop and volume is necessary in order to have a good return and money left over after all expenses are paid.

**Disposition** of the crop was about 75% to cannery outlets, 15% to dry yards, and 10% sold fresh either locally or shipped to urban markets. Use of apricots for canning has been increasing over the past years, with a decrease in use at the dry yard level. This is due to better mechanization in the canneries which facilitates use of more types of fruit, more fruit going to juice and purees, a change on the part of the consumer to a ready-to-eat product, and to the ever-increasing costs incurred at the dry yard which discourage growers from drying.

California apricot producing acreage has decreased over 50% since 1940. However total tonnage canned in general has increased while the tonnage dried has decreased. The orchards pulled out have been low producers in poor apricot areas, with the exception of the Santa Clara Valley. This area, in the past the largest producer of apricots in California, is undergoing a dramatic change into a large urban center.

Some new plantings of apricots are now taking place largely on the west side of the San Joaquin Valley in the Los Banos-Patterson-Tracy area.

The outlook for 1959 should be

good, both pricewise and cropwise since the 1958 crop was an off year. Very little canned fruit will be available to market and the dried market has only some 3000 tons to market

**APRICOT PRODUCTION, 1958**  
(According to USDA)

	1957	Preliminary 1958
	Tons	Tons
<b>FRESH BASIS</b>		
California .....	167,000	90,000
Washington .....	14,000	14,000
Utah .....	9,400	4,200
<b>Total .....</b>	<b>190,400</b>	<b>108,200</b>

1957 figure for Washington includes 1,800 tons excess cullage of harvested fruit.

against a normal of 12,000 to 14,000 tons each year. These factors coupled with average climatic conditions should indicate a good year ahead for the apricot grower.—Vince S. Garrod, Agricultural Consultant, Saratoga, Calif.

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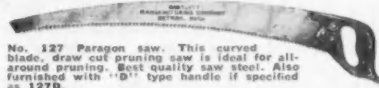
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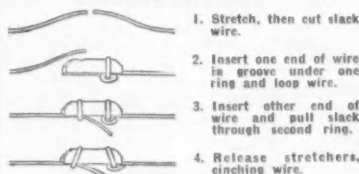
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(Continued from page 22)

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erning the production of virus-free  
plants and nurserymen must meet  
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quality plants.

Production of virus-free stocks has  
focused attention on other factors in  
plant propagation, particularly free-  
dom from mixtures and from nema-  
todes. Complete freedom from nema-  
todes is difficult to obtain, but marked  
success in reducing the number of  
nematodes has been obtained through  
soil fumigation and use of nematode-  
free stock.

## COMMERCIAL STRAWBERRY ACREAGE, 1958 and prospective acreage for 1959 (According to USDA)

Group	1958	Preliminary 1959
Winter (Florida) .....	2,100	1,900
Early spring states .....	8,950	9,350
Mid-spring states .....	51,950	46,520
Late spring states .....	48,600	48,100
<b>ALL STATES .....</b>	<b>111,600</b>	<b>105,870</b>

**EARLY SPRING STATES:** Ala., La., and Tex.  
**MID-SPRING STATES:** Ill., Mo., Kans., Del., Md.,  
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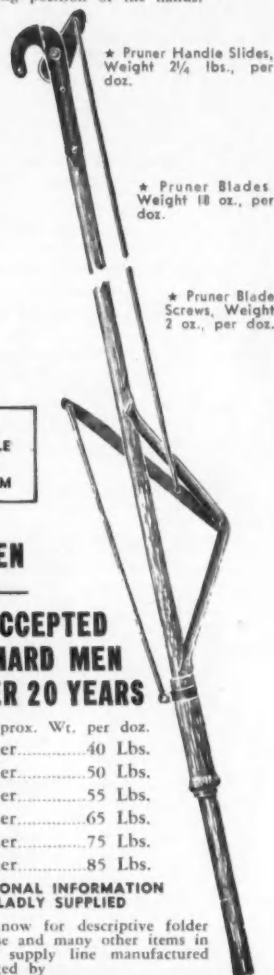
Growers must be alert to avoid  
troubles in the years ahead. Diseases  
are a constant threat, particularly new  
races of red stele, new virus com-  
plexes, and *Verticillium* wilt. Straw-  
berry varieties that are very suscep-  
tible to *Verticillium* are apt to suffer  
badly when planted just after to-  
matoes or potatoes. Summer dying,  
that is, collapse of plants during June  
and July, is recognized now as fre-  
quently being due to *Verticillium* wilt  
in the soil.

Many growers who are strategi-  
cally located within 10 to 20 miles  
of large cities would do well to in-  
vestigate marketing their berries by  
a "pick-your-own" method. Most  
growers who have tried this method  
are pleased by the number of repeat  
customers. In some cases prices for  
pick-your-own fruit have exceeded  
those of commercially harvested ber-  
ries, but plantings must be well cared  
for to command premium prices. Cu-  
stomers will not hunt among weeds to  
pick fruit, but, in productive plant-  
ings free of weeds, they frequently  
pick two to three times as much fruit  
as they first planned to get, all of  
which adds up to greater consump-  
tion of one of the tastiest fruits in  
America.—D. H. Scott, Principal  
Horticulturist, Crops Research Div.,  
Agr'l Research Service, USDA,  
Beltsville, Md.

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## EASTERN CHERRIES

(Continued from page 21)

New York focused attention on a state marketing order requiring \$3 a ton promotion levy. This was passed by 80% of the growers after state enabling legislation was enacted.

In Wisconsin, cherry promotion was taken over by the growers' organization.

In processed production Pennsylvania rose to third place with 18.4 million pounds, displacing Wisconsin with a short crop of 15.2 million pounds. New York had the same yield as in 1957, 40 million pounds, while Michigan led with a reduced yield of 95 million pounds. Ohio increased to 2.7 million pounds. Western states produced 16 million pounds for processing. The total crop was 188 million pounds, considerably over the June 15 estimate and larger than the 1957 crop.

Red tart cherry trees in bearing will increase 10% in the next five years, and total crop can increase 25% over previous records.—John Handy, Sodus, Mich.

## WESTERN CHERRIES

(Continued from page 21)

large amounts of cracking because of rain.

The season-average price per ton received by growers for the 1958 sweet cherry crop for processing, according to the USDA, was \$283, about 8% below the 1957 price of \$307. California growers gained 41% in price by selling for \$346. Oregon, at \$282, was down 6% and Washington, at \$252, down 9%.

The 1958 pack of canned sweet cherries, about 961,000 cases, was only 1% less than 1957 even though California packed less than half the amount it did in 1957. This decrease was not quite made up by increases in other states, especially Oregon, Washington, and Michigan.

The outlook for next year's crop is bright. Assuming average weather, the 1959 crop can be expected to be somewhat larger than that of 1958 with the increase mainly in California where the 1958 crop was severely cut by excessive rains at pollination time.

A farther-into-the-future outlook for California brings from Ralph Rush, extension economist, a prediction that by 1963 there will be about 4000 bearing acres of Royal Ann cherry trees in the state and close to 7500 bearing acres of other than Royal Anns. This compares with about 3300 and 6200 acres, respectively, today.



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## Captan makes disease control easier from year to year

One of the big advantages of Stauffer Captan 50-W is its year-to-year disease suppression. Disease control gets easier because you start with less and less overwintering scab.

Even in a year like 1958, orchards that had been on regular Captan programs for several years stood up well against disease. And in many cases, it was not necessary to increase the dosage or frequency of Captan sprays. Used year after year in a

full-season schedule, Captan has reduced scab to the status of a minor problem in many orchards.

Captan is easy on foliage, has "kick-back" or eradicator action, lets fruit develop a superior finish, and combines well with most other spray materials. For example, combinations of Captan and sulfur at about half dosage of each make a safe and effective pre-bloom spray to control scab and mildew.

Stauffer Captan 50-W is the quality fungicide that gives you the best over-all protection. Use it to control apple scab and other diseases; peach brown rot, blossom blight and scab; cherry brown rot and leaf spot; and strawberry fruit rots.

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